

GUIDE AND CATALOGUE
CONTAINING
DESCRIPTIVE NOTES
ON THE EXHIBITS OF
BURROUGHS WELLCOME & CO.
FRANCO-BRITISH EXHIBITION
LONDON



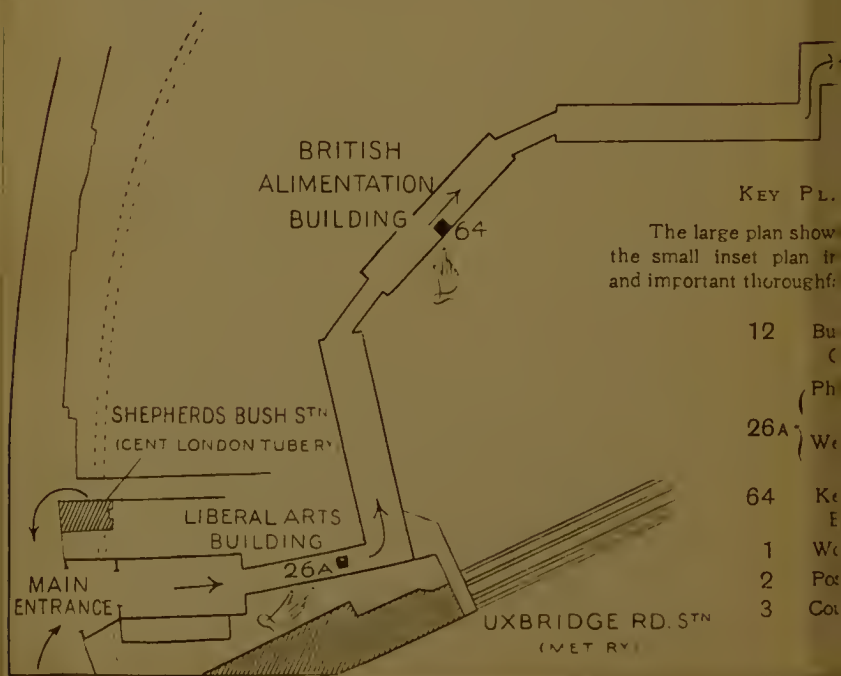
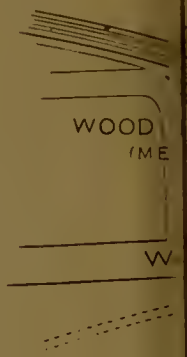
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Exhibit

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Malt Products

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Honour

A Uxbridge Road Station
Metropolitan Railway

B Shepherd's Bush
Station

C Wood Lane
Station

D Wood Lane Station
Metropolitan Railway

E Shepherd's Bush Station
L. & S.W. Railway

F Addison Road Station

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BURROUGHS WELLCOME & Co.'s
GENERAL EXHIBIT

Palace of British Manufactures—Chemical Industries Section
Exhibit No. 12

DESCRIPTIVE NOTES
ON THE EXHIBITS OF
BURROUGHS WELLCOME & CO.
AT THE
FRANCO-BRITISH EXHIBITION
LONDON
1908

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BURROUGHS WELLCOME & CO.
LONDON (ENG.)

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PHYSICIANS and pharmacists who visit the Franco-British Exhibition will find in the Exhibits of BURROUGHS WELLCOME & Co. many interesting examples of recent developments in chemical industry applied to medicine, pharmacy and photography.

From the time of the establishment of this firm, more than a quarter of a century ago, PROGRESS has been the watchword. The firm has always sought for, and promptly adopted, the most scientific modern methods, and has not only kept pace with the latest developments in their relation to medicine and pharmacy, but in a large measure has contributed to them. It has been able to command originality, enterprise and unusual facilities, and to place at the service of physicians and pharmacists the results of scientific investigations conducted under the most favourable conditions.


The firm's
foundation

Scientific
methods,
originality and
enterprise

Notable amongst products issued as the result of progress under these conditions are 'WELLCOME' BRAND CHEMICALS.

These chemicals, alkaloids and galenicals are of supreme and distinguishing quality and purity. They have won high appreciation from physicians and pharmacists throughout the world for their absolute reliability.

'Wellcome'
Brand
Chemicals



The use of these fine chemicals, in association with the employment of specially - devised machinery of rare accuracy, has resulted in important improvements by this firm in the production of compressed products issued under the 'Tabloid,' 'Soloid' and other brands. This exclusive machinery, invented by the firm, and produced at great cost, operates with the precision of the finest watchwork. By its aid the firm's specially - trained expert chemists are enabled to prepare compressed products of unique accuracy of dosage, and of a perfection of finish never before attained. These products present medicines of so varied a character as to represent a range of dosage from 1/1000 of a grain to a drachm or more.

BURROUGHS WELLCOME & Co. are successors to, and the sole proprietors of, the business of BROCKEDON, who, in 1842, *originated* compressed medicines in the shape of bi-convex discs—issued under the designation of "compressed pills."

In recent years, however, the preparation of medicaments in a compressed form has been largely developed and perfected by BURROUGHS WELLCOME & Co.

The qualities of purity, accuracy, activity and stability which characterise 'TABLOID' and 'SOLOID' products have secured unusual appreciation and approval from medical and pharmaceutical experts, and these preparations are prescribed in private practice and in military and civil hospitals in all parts of the world. It is generally recognised that BURROUGHS WELLCOME & Co. have, by their great improvements, completely revolutionised the methods of administering medicines. Every great military and exploring expedition is now equipped with 'Tabloid' and

'Soloid' medicaments. A wide range of specially designed 'Tabloid' and 'Soloid' MEDICINE CHESTS AND CASES has been introduced by this firm. These portable and reliable equipments have been adopted and highly commended by all the great explorers.

The firm has also pioneered the introduction of many important medicinal agents, such as THYROID GLAND, STROPHANTHUS, 'HEMISINE,' 'ERNUTIN,' 'NIZIN,' etc., etc. Great advances were initiated by them in the introduction of portable compressed PHOTOGRAPHIC CHEMICALS, Water and Sewage ANALYSIS CASES, compressed Stains for Microscopy, etc., etc.; also Suppositories of improved shape and increased preservability (issued under the 'ENULE' BRAND). The series of 'HAZELINE' preparations, of 'KEPLER' MALT Products, and of 'WELLCOME' BRAND SERA and VACCINES, etc., have won universal recognition.

Some
advances
initiated by
B. W. & Co.

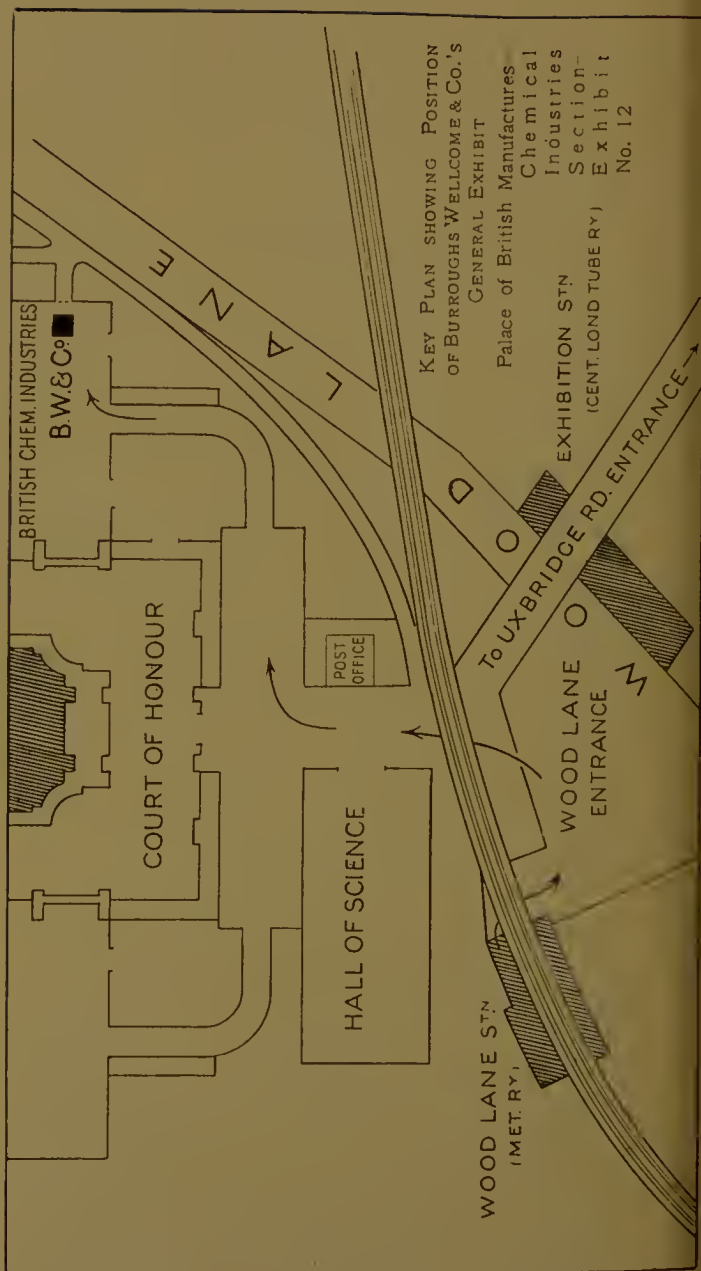
Other exhibited productions of special departments of the firm are exquisite and artistic specimens of TOOLED LEATHER-WORK, MEDICINE CHESTS AND CASES, and artistic BOOKBINDING.

The firm's original designs of the crystal glass show vases add to the effectiveness of a most interesting and comprehensive Exhibit.

More than 200 HIGHEST AWARDS have been conferred upon B. W. & Co. at the great Exhibitions of the world, for the scientific excellence of their products.

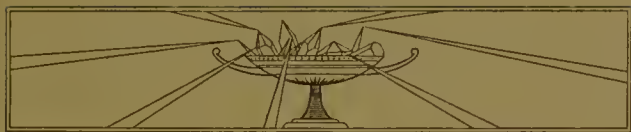
Awards for
scientific
excellence

Physicians of all nationalities recognise B. W. & Co. products as standards of therapeutic, pharmaceutical and chemical excellence the world over. Whatever research and skill, whatever perfection of machinery and process the maintenance of such standards necessitates, are provided in the experimental, analytical and manufacturing departments of the firm. Whenever chemical tests are insufficient, approved physiological methods of standardisation are employed.



KEY PLAN SHOWING POSITION
OF BURROUGHS WELLCOME & CO.'S
GENERAL EXHIBIT

Palace of British Manufactures
Chemical
Industries
Section-
Exhibit
No. 12



GENERAL EXHIBIT

Location: Palace of British Manufactures

Section: Chemical Industries

EXHIBIT NO. 12

' Wellcome ' Brand Products	' Tabloid ' Bandages and
' Tabloid ' Medical Equipments	Dressings
' Tabloid ' First-Aid	' Hazeline ' Products
' Tabloid ' Medicaments	' Hemisine ' Products
' Soloid ' Products	' Ernutin ' Products
' Soloid ' Analysis Cases	' Nizin ' Products

etc., etc.

TRADE
MARK

'WELLCOME' BRAND PRODUCTS

'Wellcome' Brand Products provide physicians and pharmacists with CHEMICALS and GALENICALS which attain and maintain an exceptional standard of purity, therapeutic activity and reliability.

Special attention is directed to 'WELLCOME' Brand CHLOROFORM, which is distinguished by perfect freedom from irritating products of decomposition, by constancy in composition, by uniformity in action, and by containing that small yet definite amount of ethyl chloride which has proved so beneficial in the initial stages of chloroform anæsthesia. The methods of packing ensure great convenience in use (*see page 16*).

'Wellcome' Brand Quinine Sulphate is another example of a product distinguished by exceptional purity, and by being issued in packages suitable for all parts of the world. The "compact crystals" occupy one-third the space of the ordinary "flake" form (*see page 18*).



It is recognised that density is an important point in Bismuth salts such as the Subnitrate and the Carbonate. The 'Wellcome' Brand salts of Bismuth attain an exceptional standard of lightness and purity.

The unique quality of 'WELLCOME' Brand PRODUCTS is appreciated by physicians who recognise the paramount importance of prescribing chemicals and galenicals of absolute reliability, and by pharmacists who pride themselves on always dispensing the purest and best medicinal materials.

The need for
reliable medicinal
chemicals

To attain the highest standard, extensive scientific research and many technical experiments have been necessary. These investigations are being, and will be, continued.

Chemicals of
the highest
standard

While it has long been recognised that the external features of a drug are important as indications of its pharmaceutical quality, it has remained for quite recent investigations* to show the very small value of appearances as a criterion of *pharmacological* value.

In these investigations, conducted at the 'Wellcome' Chemical Works, different samples of the same crude drug were first carefully selected as being apparently of good quality. They were then assayed by chemical or physiological methods, when it was found that, despite the seeming uniformity, the proportion of active principle in the different samples varied to a remarkable and hitherto unrealised extent.

Remarkable
variation in
activity of
crude drugs

TWENTY-THREE of the drugs which were investigated are official, yet the British Pharmacopœia adopts standardisation for FIVE ONLY, leaving the remaining EIGHTEEN unstandardised.

How is
uniformity
assured?

* Reported in *Technical Journals* for Feb. 22 and April 25, 1908

Some of the actual figures obtained in these investigations are given in tabular form on the following pages, where it will be seen that the variability of active principle content ranges from about 3 to 1 in Squill to the remarkable ratio of 40 to 1 in Coca Leaves. Reference to the third column will show that *in no single instance among the potent and variable drugs quoted, is provision for standardisation officially made.* It follows, therefore, that the variability evidenced in the crude drugs must characterise the official galenicals prepared from them, no matter how skilfully the official directions may have been carried out.

Inadequacy
of official
requirements

Keeping their watchword "PROGRESS" ever in the foreground and not being content to wait for official lead in the matter of standardisation, BURROUGHS WELLCOME & Co. have instituted special researches on the subject, and have embodied the results in the 'Wellcome' Brand products. Some idea of what has been accomplished by the firm in this direction may be gathered from the following three pages. In the columns on the right are tabulated a number of 'Wellcome' Brand Galenicals, which, in striking contradistinction to their *unstandardised* official counterparts, have uniformity of pharmacological value ensured by the most perfect chemical and physiological tests that research can devise. Not only these preparations, but all the products issued under the 'Wellcome' Brand, conform to a series of standards the stringency of which is unequalled, officially or otherwise. The purity and constant composition of 'Wellcome' Brand products thus constitute a standard hitherto unattained in medicinal preparations.

'Wellcome'
standards

Uniformity of
'Wellcome'
Brand
Galenicals



Crude Drug	Variation of Active Principle Content	Official Provision for Standardisation	'Wellcome' Brand— Product	'Wellcome' Brand Galenicals Standard
ACONITE ROOT ...	The percentage of ether- soluble alkaloid varied from 0.04 to 0.2 (Ratio of variability, 5 to 1)	<i>None.</i> B. P. Aconite Root and its prepara- tions are officially unstandardised	'Wellcome' Brand— Liquid Extract of Aconite	Standardised to contain 0.1 per cent. of ether- soluble alkaloid
BELLADONNA HERB ...	The percentage of total alkaloid (in the dried herb) varied from 0.23 to 1.08 (Ratio of variability, nearly 5 to 1)	<i>None.</i> B. P. Belladonna Herb and its prepara- tions are officially unstandardised	" Green Extract of Belladonna, B. P. " Granular Green Extract of Belladonna	Standardised to contain 1 per cent. of total alkaloid Standardised to contain 1 per cent. of total alkaloid
CALABAR BEAN ...	The percentage of eserine varied from 0.04 to 0.27 (Ratio of variability, nearly 7 to 1)	<i>None.</i> B. P. Calabar Bean and its prepara- tion are officially unstandardised	" Liquid Extract of Calabar Bean	Standardised to contain 0.15 per cent. w/v of total alkaloid
COCA LEAVES ...	The percentage of petro- leum-ether-soluble alka- loid varied from 0.018 to 0.79 (Ratio of variability, over 40 to 1)	<i>None.</i> B. P. Coca leaves and their pre- paration are officially unstandardised	" Liquid Extract of Coca, B. P. " Liquid Extract of Coca (Mis- cible)	Standardised to contain 0.5 per cent. w/v of petroleum-ether-soluble alkaloid Standardised to contain 0.5 per cent. w/v of petroleum-ether-soluble alkaloid

Crude Drug	Variation of Active Principle Content	Official Provision for Standardisation	Product	Standard
DIGITALIS LEAVES ...	The activity varied to the extent of approximately 3 to 1	None. B.P. Digitalis Leaves and their preparations are officially unstandardised	'Wellcome' Brand— " Tincture of Digitalis, B.P. " Concentrated Tincture of Digitalis	Physiological standard Physiological standard
ERGOT ...	Variability of activity exceeded the ratio of 5 to 1	None. B.P. Ergot and its preparations are officially unstandardised	" Extract of Ergot, B.P. " Granular Extract of Ergot " Liquid Extract of Ergot, B.P.	Prepared from physiologically tested ergot Prepared from physiologically tested ergot Prepared from physiologically tested ergot; confirmed by further physiological tests
HYOSCYAMUS LEAVES...	The percentage of total alkaloid varied from 0.06 to 0.21 (Ratio of variability, over 3.5 to 1)	None. B.P. Hyoscyamus. Leaves and their preparations are officially unstandardised	" Green Extract of Hyoscyamus, B.P. " Granular Extract of Hyoscyamus " Liquid Extract of Hyoscyamus	Standardised to contain 0.2 per cent. of total alkaloid Standardised to contain 0.2 per cent. of total alkaloid Standardised to contain 0.1 per cent. of total alkaloid



Crude Drug	Variation of Active Principle Content	Official Provision for Standardisation	'Wellcome' Brand Product	'Wellcome' Brand Galenicals Standard
INDIAN HEMP	The physiological activity varied from <i>nil</i> to an exceedingly high value	<i>None.</i> B.P. Indian Hemp and its preparations are officially unstandardised	'Wellcome' Brand— " Extract of Cannabis Indica, B.P. " Tincture of Cannabis Indica, B.P. " Concentrated Tincture of Cannabis Indica " Liquid Extract of Jaborandi (Miscible)	Physiological standard Physiological standard Physiological standard Standardised to contain 0.5 per cent. w/v of pilocarpine
JABORANDI LEAVES	The amount of pilocarpine varied from practically <i>nil</i> to 0.99 per cent.	<i>None.</i> B.P. Jaborandi Leaves and their preparations are officially unstandardised	" Tincture of Squill, B.P. " Concentrated Tincture of Squill	Physiological standard Physiological standard
SQUILL	Activity varied to the extent of approximately 3 to 1	<i>None.</i> B.P. Squill and its preparations are officially unstandardised	" Concentrated Tincture of Strophanthus	Physiological standard
STROPHANTHUS	Variation similar to that of Squill	<i>None.</i> B.P. Strophanthus Seed and its preparations are officially unstandardised		

TRADE
MARK

'WELLCOME' BRAND CHEMICALS

Aconitine (*Pure Alkaloid*), 'Wellcome' Brand

The pure crystallised alkaloid from *Aconitum napellus*, free from pseudaconitine and japaconitine, and from the non-toxic aconine and benzaconine. The average dose may be considered to be gr. 1/400 (United States Pharmacopœia). As aconitine is such a powerful poison, it should be prescribed and dispensed with the utmost caution.

**Aloin, Crystal**, 'Wellcome' Brand

This is barbaloin in well-defined crystals and is free from resin.

Atropine (*Pure Alkaloid*), B.P., 'Wellcome' Brand

The pure crystallised alkaloid, free from hyoscyamine and hyoscyne.

Bismuth and Iron Citrate (*Soluble*),
'Wellcome' Brand

Readily soluble in water ; contains bismuth citrate and ferric citrate in proportions corresponding to equal parts by weight of the respective anhydrous salts.

Bismuth and Lithium Citrate (*Soluble*),
'Wellcome' Brand

Contains an amount of lithium in association with bismuth, corresponding to about 25-30 per cent. of its weight of anhydrous lithium citrate.

Bismuth Carbonate, B.P., 'Wellcome' Brand

Uniform lightness (constant volume per unit weight).

Bismuth Citrate, 'Wellcome' Brand

Free from nitrate ; affords a clear solution with ammonia ; may be used for preparing the official Solution of Bismuth and Ammonium Citrate by dissolving gr. 140 (9 gm.) of the salt in approximately fl. dr. $2\frac{1}{2}$ (8.8 c.c.) of Solution of Ammonia and diluting with water to fl. oz. $3\frac{1}{2}$ (100 c.c.)

Bismuth Citrate (*Soluble*), 'Wellcome' Brand

A stable and freely soluble scale salt. A solution corresponding approximately to the official Solution of Bismuth and Ammonium Citrate may be made by dissolving gr. 155 (10 gm.) of the salt in fl. oz. $3\frac{1}{2}$ (100 c.c.) of distilled water.

Bismuth Subnitrate, 'Wellcome' Brand

Uniform lightness (constant volume per unit weight).

Caffeine, B. P., 'Wellcome' Brand**Calcium Hypophosphite, B.P., 'Wellcome' Brand**

Special attention is invited to this salt and to its property of dissolving readily in water to form a perfectly clear solution. It conforms strictly in all respects to the B.P. requirements.

Chloroform, 'Wellcome' Brand

Prepared specially for anæsthesia, and conforms to the requirements of the British Pharmacopœia. Supplied in amber-coloured stoppered bottles and in hermetically-sealed glass tubes.

Ether, Pure, 'Wellcome' Brand

Prepared specially for anæsthesia, and conforms to the requirements of the British Pharmacopœia. Specific gravity, 0.720. Issued in hermetically-sealed glass tubes.

Ethyl Chloride, 'Wellcome' Brand

Prepared specially for general anæsthesia. Issued in hermetically-sealed glass tubes.

Guaiacol Camphorate, 'Wellcome' Brand**Hæmoglobin, 'Wellcome' Brand**

In the form of scales which are readily soluble in water; prepared under the most careful conditions from fresh blood, and free from fibrin, serum, fat and other undesirable constituents.

Homatropine (*Pure Alkaloid*), 'Wellcome' Brand**Homatropine Hydrobromide, B.P.,
'Wellcome' Brand****Homatropine Methylbromide, 'Wellcome' Brand****Hydrastine (*Pure Alkaloid*), 'Wellcome' Brand**

The crystallised white alkaloid from *Hydrastis canadensis*.

Hydrastinine Hydrochloride, 'Wellcome' Brand

This substance is an oxidation product of the alkaloid hydrastine, and is free from those other bases which are generally associated with it in its production.

Hyoscine Hydrobromide, 'Wellcome' Brand

The alkaloid *hyoscine* has also been designated as *scopolamine*, with reference to its source. The name recognised by the British Pharmacopœia is here adopted.

Hyoscyamine (Pure Alkaloid), 'Wellcome' Brand

Free from atropine and hyoscine.

Iron Arsenate (Soluble), 'Wellcome' Brand

In handsome green scales, containing an amount of arsenic equivalent to 34-35 per cent. of anhydrous ferric arsenate.

Iron Hypophosphite (Soluble), 'Wellcome' Brand

This preparation is in handsome greenish scales, and is distinguished from the ordinary iron hypophosphite by its ready solubility in water. It contains about 12 per cent. of iron.

**Manganese and Iron Citrate (Soluble),
'Wellcome' Brand**

A scale salt, readily soluble in water; contains about 7 per cent. of manganese and 14 per cent. of iron in organic combination.

**Manganese and Iron Phosphate (Soluble),
'Wellcome' Brand**

This scale salt dissolves readily in warm water. It contains about 7 per cent. of manganese and 14 per cent. of iron.

**Mercury Iodide, Yellow (Pure Mercurous Iodide),
'Wellcome' Brand**

A true mercurous iodide of definite and constant composition. Contains no free mercury.

**Mercury Subchloride, B.P. (Calomel),
'Wellcome' Brand**

This drug is of uniform physical character, being prepared by sublimation. It is free from mercuric chloride and other contaminations, and therefore exhibits the desired uniformity of action.

Physostigmine Sulphate (*Eserine Sulphate*), B.P.,
'Wellcome' Brand

Pilocarpine Hydrochloride, 'Wellcome' Brand

The 'Wellcome' Brand salts of pilocarpine are free from the less active isopilocarpine and the inactive pilocarpidine. Their purity is guaranteed by their respective melting points, which are indicated on each package.

Pilocarpine Nitrate, B.P., 'Wellcome' Brand

This salt of pilocarpine is stable, and is the one best adapted for general use.

Quinine Acetyl-salicylate, 'Wellcome' Brand

This product combines the therapeutic effects of quinine with those of acetyl-salicylic acid.

Quinine Bihydrochloride, 'Wellcome' Brand

Quinine Bisulphate, 'Wellcome' Brand

Quinine Hydrobromide, 'Wellcome' Brand

Quinine Hydrochloride, 'Wellcome' Brand

Quinine Sulphate, 'Wellcome' Brand

This salt is presented in a more compact form of crystals than that usually supplied, although identical in composition with the official salt. It is believed that its diminished bulk will render it more convenient for storage and dispensing.

Quinine Sulphate (*Large Flake*), 'Wellcome' Brand

This is the official salt in the usual bulky form of light feathery crystals. We recommend, in preference, the compact crystals, which occupy one-third the space, as being more portable and convenient.

Sodium Glycerophosphate, 'Wellcome' Brand

Presented in the form of colourless crystalline flakes, which are permanent in the air.

Sodium Salicylate (*Natural*), 'Wellcome' Brand

Prepared from genuine oil of wintergreen.

Strychnine (*Pure Alkaloid*), B.P.,
'Wellcome' Brand

TRADE
MARK

'WELLCOME' BRAND EXTRACTS

'Wellcome' Brand Extracts provide a series of reliable preparations made from specially selected drugs of the highest quality, carefully picked over before treatment. Special attention is directed to the 'Wellcome' Brand B.P. Extracts of Belladonna (green), Cannabis Indica, Ergot and Hyoscyamus, which, being standardised by methods embodying the most recent researches, are far superior to the ordinary *unstandardised* B.P. Extracts.

Belladonna, B.P., Green Extract of,

'Wellcome' Brand

This preparation is made strictly according to the official method, but is standardised to contain one per cent. of total alkaloid.

Cannabis Indica, B.P., Extract of,

'Wellcome' Brand

(Physiologically controlled,

Wellcome Physiological Research Laboratories)

Prepared strictly according to the official method.

Ergot, B.P., Extract of (Ergotin),

'Wellcome' Brand

*(Made from ergot physiologically tested in the
Wellcome Physiological Research Laboratories)*

The ergot is carefully hand-picked and freed from all foreign matter. The extract has a pure characteristic odour, and is free from the objectionable properties sometimes imparted by the use of excessive heat.

Euonymus, B.P., Dry Extract of,

(Eunonymin), 'Wellcome' Brand

Prepared from the true drug, *Euonymus atropurpureus*, carefully picked over by hand before extraction.

Hyoscyamus, B.P., Green Extract of,

'Wellcome' Brand

This preparation is made strictly according to the official method, but is standardised to contain 0.2 per cent. of total alkaloid.

TRADE
MARK

'WELLCOME' BRAND

STANDARDISED GRANULAR EXTRACTS

These Extracts possess many advantages over the usual solid and semi-solid extracts. Their pharmacological activity is uniform, they do not lose weight by evaporation of fluid content, and they may be weighed and manipulated conveniently and speedily. The usual soft extract, after weighing, can be handled only with difficulty—a condition which often leads to inaccurate weight of medicament in the finished article. Such inconvenience and error are entirely avoided by using the 'Wellcome' Granular Extracts.

Belladonna (Green), Standardised**Granular Extract of, 'Wellcome' Brand**

This preparation corresponds to the B.P. Extract, but is standardised to contain 1 per cent. of total alkaloid.

Cascara Sagrada, Granular Extract of,**'Wellcome' Brand**

This preparation corresponds to the B.P. Extract.

Ergot, Granular Extract of, 'Wellcome' Brand

(Made from ergot physiologically tested in the Wellcome Physiological Research Laboratories)

This preparation corresponds to the B.P. Extract.

Hyoscyamus, Standardised Granular**Extract of, 'Wellcome' Brand**

This preparation corresponds to the B.P. Extract, but is standardised to contain 0.2 per cent. of total alkaloid.

Nux Vomica, Standardised Granular**Extract of, 'Wellcome' Brand**

This preparation corresponds to the B.P. Extract, and contains 5 per cent. of strychnine.

Opium, Standardised Granular**Extract of, 'Wellcome' Brand**

This preparation corresponds to the B.P. Extract, and contains 20 per cent. of morphine.

Rhubarb, Granular Extract of, 'Wellcome' Brand

Made by a special process whereby the full therapeutic value of the rhubarb is retained.

TRADE
MARK

'WELLCOME' BRAND

STANDARDISED LIQUID EXTRACTS

These products are standardised to represent definite quantities, not of total alkaloids, but of the active principle of the drug so far as possible. With the exception of the B.P. preparations, which are prepared strictly according to the official directions, they are made by a special process embodying the latest researches.

Belladonna, B.P., Liquid Extract of,**'Wellcome' Brand**

This preparation is made strictly according to the official method, and is standardised to contain 0.75 gm. of total alkaloid in 100 c.c. of extract.

Cascara Sagrada, Aromatic Liquid Extract of,**'Wellcome' Brand**

This preparation is made by a special process, is palatable and aromatic, and possesses the full activity of the official liquid extract, but contains less inert extractive.

It may be diluted with water without precipitating, and it does not deposit on keeping.

Cascara Sagrada, B.P., Liquid Extract of,**'Wellcome' Brand**

Prepared strictly according to the official method.

Cinchona (Miscible), Liquid Extract of,**'Wellcome' Brand**

Prepared by a special process, and standardised to contain 5 gm. of total alkaloid in 100 c.c. of extract.

Coca (Miscible), Liquid Extract of,**'Wellcome' Brand**

Prepared by a special process, and standardised to contain 0.5 gm. of petroleum-ether-soluble alkaloid in 100 c.c. of extract. One part by volume represents one part by weight of standard drug.

Ergot, B.P., Liquid Extract of,**'Wellcome' Brand**

(Made from ergot physiologically tested in the Wellcome Physiological Research Laboratories)

Prepared strictly according to the official method.

Hydrastis, B.P., Liquid Extract of,**'Wellcome' Brand**

Made strictly according to the official method, but is standardised to contain 2.5 gm. of hydrastine in 100 c.c. of extract. One part by volume represents one part by weight of standard drug.

Hyoscyamus (Miscible), Liquid Extract of,**'Wellcome' Brand**

Standardised to contain 0.1 gm. of total alkaloid in 100 c.c. of extract. One part by volume represents one part by weight of standard drug.

Ipecacuanha, B.P., Liquid Extract of,**'Wellcome' Brand**

Prepared strictly according to the official method, and standardised to contain from 2 gm. to 2.25 gm. of total alkaloid in 100 c.c. of extract.

Jaborandi (Miscible), Liquid Extract of,**'Wellcome' Brand**

Made by a special process, and is standardised to contain 0.5 gm. of pilocarpine in 100 c.c. of extract. One part by volume represents one part by weight of standard drug.

Nux Vomica, B.P., Liquid Extract of,**'Wellcome' Brand**

Made strictly according to the official method, and is standardised to contain 1.5 gm of strychnine in 100 c.c. of extract.

Opium (Miscible), Liquid Extract of,**'Wellcome' Brand**

Free from narcotine. Standardised to contain 0.75 gm. of morphine in 100 c.c. of extract, and is identical in strength with the B.P. preparation.

TRADE
MARK

'WELLCOME' BRAND

CONCENTRATED INFUSIONS

These infusions are made by a process which preserves the activity and aroma of the freshly-prepared infusions. They keep indefinitely and are convenient in use.

One part of the concentrated infusion added to seven parts of distilled water makes a preparation corresponding in all essential particulars to the respective official infusion.

The list of 'WELLCOME' Brand Concentrated Infusions includes CALUMBA, GENTIAN, QUASSIA and SENEGA.

TRADE
MARK

'WELLCOME' BRAND

PHYSIOLOGICALLY STANDARDISED
B. P. TINCTURES

‘Wellcome’ Brand Physiologically Standardised B.P. Tinctures are vastly superior to the ordinary B.P. tinctures, which, being neither standardised nor made from standardised crude drugs, are characterised by variability and unreliability.

The methods adopted for physiologically standardising these preparations are based on results obtained in the Wellcome Physiological Research Laboratories and elsewhere, and are those which, in the light of our present knowledge, are best calculated to give accurate and reliable results.

Cannabis Indica, B.P., Tincture of,
 'Wellcome' Brand
*(Physiologically Controlled,
 Wellcome Physiological Research Laboratories)*

This preparation is made strictly according to the official method.

Digitalis, B.P., Tincture of, 'Wellcome' Brand
*(Physiologically Standardised,
 Wellcome Physiological Research Laboratories)*

This preparation is made strictly according to the official method.

Squill, B.P., Tincture of, 'Wellcome' Brand
*(Physiologically Standardised,
 Wellcome Physiological Research Laboratories)*

This preparation is made strictly according to the official method.

TRADE MARK 'WELLCOME' BRAND
CONCENTRATED TINCTURES

'Wellcome' Brand Concentrated Tinctures are prepared from picked drugs by a special process which not only ensures the retention of the full therapeutic value, but also preserves the aroma of the drugs. They are specially suitable for dispensing, and their diminished bulk renders them convenient for transport and storage.

The list includes :—

Cannabis Indica, Concentrated Tincture of,
'Wellcome' Brand
*(Physiologically Controlled,
 Wellcome Physiological Research Laboratories)*
 Ten times B.P. strength

Digitalis, Concentrated Tincture of,
'Wellcome' Brand
*(Physiologically Standardised,
 Wellcome Physiological Research Laboratories)*
 Five times B.P. strength

Squill, Concentrated Tincture of,
'Wellcome' Brand
*(Physiologically Standardised,
 Wellcome Physiological Research Laboratories)*
 Five times B.P. strength

Strophanthus, Concentrated Tincture of,
'Wellcome' Brand
*(Physiologically Standardised,
 Wellcome Physiological Research Laboratories)*
 Ten times B.P. strength

And many other concentrated tinctures issued under the 'Wellcome' Brand. (*See special list.*)



Surgeon Bandaging Wounded Soldier
from an Antient Greek Medallion

EXHIBIT OF HISTORICAL

TRADE MARK 'TABLOID' BRAND MEDICAL EQUIPMENTS

THE medicine chests and cases used by explorers and missionaries possess a unique interest of the most intimate and personal kind; whilst those which have formed the medical equipments of military expeditions, and have been the armanentaria employed to combat sickness and death in the field, naturally appeal strongly to physicians.



One of the 'TABLOID' BRAND MEDICINE CASES specially designed for, and supplied to, the troops from the various British Colonies, for use in the South African Campaign.

The conditions under which these equipments have necessarily been employed, combining rough usage and exposure (in some cases for years) to every variety of climate, form the severest tests to which it is possible for medicines and medicine cases to be subjected.

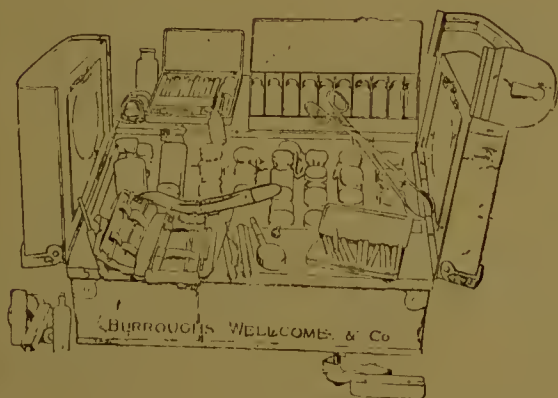
Severe tests



MILITARY MEDICINE CHEST—1588

Fabricius, a noted Swiss physician of the XVI. century, recommended that the military chest should be furnished with no less than 362 varieties of medicine, some of which contained as many as 64 ingredients. The complexity of arrangement, the huge bulk and great weight, the liability to breakage, and the complicated inconvenience of medicine chests persisted until the introduction of 'Tabloid' Medical Equipments.

Early explorers, particularly in Africa, found the difficulties of procuring suitable portable medical supplies practically insuperable, and the horrors of disease and death associated with their expeditions were almost beyond description.



One of the 'TABLOID' BRAND MEDICINE CHESTS carried by the late Sir H. M. STANLEY through "Darkest Africa," and brought back, after three years' journey, with the remaining contents unimpaired.

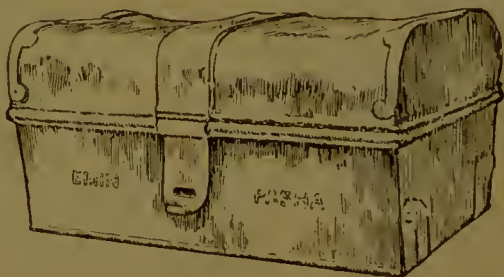
In my early expeditions into Africa [said the late Sir H. M. STANLEY, in one of his speeches] there was one secret wish which endured with me always, and that was to ameliorate the miseries of African explorers. How it was to be done I knew not; who was to do it, I did not know. But I made the acquaintance of Messrs. BURROUGHS WELLCOME & CO. As soon as I came in sight of their preparations and their works, I found the consummation of my secret wish. On my later expeditions I had all the medicines that were required for my black men, as well as my white men, beautifully prepared, and in most elegant fashion arranged in the smallest medicine chest it was ever my lot to carry into Africa.

B.W. & Co.
solved the
problem



Amongst the cases used during STANLEY'S travels, is the famous "Rear-Guard" 'Tabloid' Medicine Chest, which remained in the swampy forest regions of the Aruwhimi for nearly four years, and more than once was actually submerged in the river. When it was brought back to London, the remaining contents were tested by the official analyst of *The Lancet* (London, Eng.), who reported that the 'Tabloid' medicaments had perfectly preserved their efficacy.

The 'Tabloid' Medicine Chest, here illustrated, was discovered near Kenia, in the Aruwhimi Dwarf Country. It was the last case supplied to EMIN PASHA, GORDON'S Governor of the Equatorial Sudan. It was taken by Arabs when he was massacred in 1892, and was recaptured by BARON DHANIS.



EMIN PASHA'S 'TABLOID' BRAND MEDICINE CHEST

Commandant of the Congo Free State troops, after the battle of Kasongo. This chest was subsequently stolen by natives, and finally recovered by an officer of the Congo Free State, and returned to BURROUGHS WELLCOME & Co,

That 'TABLOID' EQUIPMENTS excel for military purposes has been abundantly demonstrated during various British and foreign military campaigns. The following is an extract from the Official Government Report made by the CHIEF MEDICAL OFFICER of the last BRITISH MILITARY EXPEDITION to ASHANTI, on the 'Tabloid' Brand Medical Equipment, which was supplied by BURROUGHS WELLCOME & Co.

Military
expeditions

The supply of medicines, both as to quality and quantity, left nothing to be desired. There was no scarcity of anything. The 'Tabloid' medicines were found to be most convenient and of excellent quality. To be able to take out at once the required dose of any medicine, without having to weigh or measure it, is a convenience that cannot be expressed in words. Time is saved to an extent that can hardly be realised, and so is space, for a fitted dispensary, or even a dispensary table is unnecessary. The quality of medicines was so good that no other should be taken into the field. The cases supplied are almost ideal ones for the Government. They are light, yet strong, and the arrangement of the materials and medicines is as nearly perfect as possible.

No delay to
weigh or
measure

Quality so
good, no other
should be
taken into the
field

Without exception, 'Tabloid' Medical Equipments have been used in all the campaigns of the last twenty-five years, and have played an important part in combating the diseases which seem inseparable from an army in the field.

During the American war with Spain, in Cuba and the Philippines, 'Tabloid' Medical Equipments were specially ordered for, and used by, the U. S. Army and Navy.

The expedition which, under the command of LORD KITCHENER, defeated the Khalifa and reconquered the Sudan, was supplied with 'Tabloid' Medical Equipments.

An illustration of one of the 'Tabloid' Medical Equipments specially designed for, and supplied to, the British Colonial Forces for use in the recent South African Campaign will be found on *page 25*. Similar cases were designed for, and supplied to, the CITY OF LONDON IMPERIAL VOLUNTEERS and the IMPERIAL YEOMANRY.

The equipment of the American Hospital Ship *Maine*, and the valuable services it rendered in connection with the campaigns in South Africa and in China, are so recent as to be within the memory of all. The whole of the medical outfit was supplied by BURROUGHS WELLCOME & Co.

Hospital Ship
"Maine"

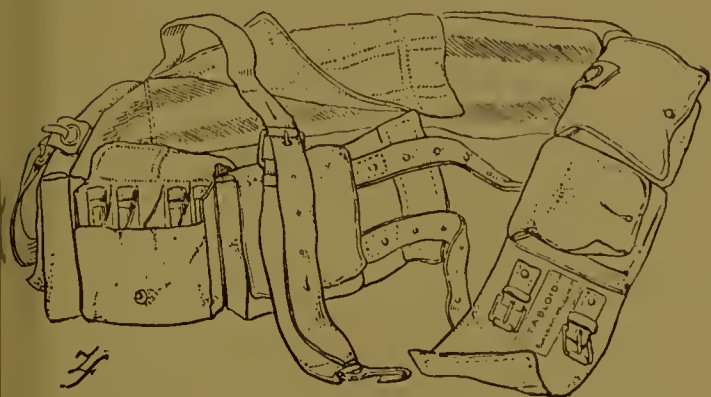


One of the 'TABLOID' BRAND MEDICINE CHESTS specially designed for, and supplied to, the Hospital Ship *Maine*.

In the hitherto unsuccessful endeavours to reach the Poles, and in the exploration of Arctic and Antarctic lands, 'Tabloid' Medicine Chests have taken a pioneer position, and continue to hold supremacy.

Arctic
exploration

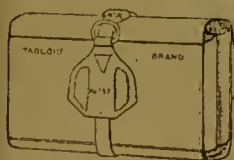
The 'Tabloid' Belts and other Medical Equipments supplied to NANSEN for his journey in the *Fram*, and those used by the JACKSON-HARMSWORTH ARCTIC EXPEDITION, have been added to the historic collection of BURROUGHS WELLCOME & Co.



One of the 'TABLOID' BRAND MEDICINE BELTS carried by NANSEN on his Arctic Expedition.

The ITALIAN ARCTIC EXPEDITION, commanded by the DUKE OF THE ABRUZZI, found that, despite the fact that the northern latitude of $86^{\circ} 33' 49''$ was reached, the 'Tabloid' Medicine Chests and Cases with which the expedition was equipped were brought back with their remaining contents quite unaffected by the rigour of the climate.

Unaffected
by climate



One of the 'TABLOID' BRAND MEDICINE CASES carried by the DUKE OF THE ABRUZZI's Polar Expedition.

COMMANDER PEARY, to whose record stands the achievement of reaching the farthest

northern latitude, writing from Etah, Greenland, reports :

Burroughs Wellcome & Co. 'Tabloid' Medicine Cases and supplies have proven invaluable.



One of the
'TABLOID'
BRAND
MEDICINE
CHESTS
used by
COMMANDER
R.E. PEARY.

The entire medical outfit of the National Antarctic Expedition was furnished by Burroughs Wellcome & Co. On the return of the *Discovery*, with the members of the expedition on board, the Medical Officer made the following report on the 'Tabloid' Medical Equipment :—

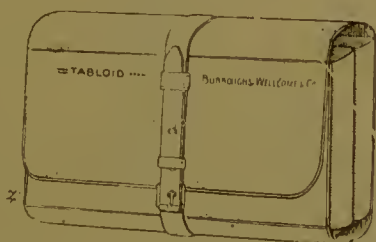
Discovery, ANTARCTIC EXPEDITION

The Medical Equipment of the *Discovery* Exploring Ship, of the National Antarctic Expedition, was entirely supplied by Messrs. Burroughs Wellcome & Co., mostly in the form of 'Tabloid,' 'Soloid' and 'Enule' preparations.

The preparations proved, in every way, most satisfactory, and there was no deterioration of any of them, in spite of the conditions of climate and temperature to which they were exposed.

Refused Kett

One of the 'Tabloid' Medicine Cases was carried on the arduous sledge journey undertaken by the commander, Captain SCOTT, accompanied by Lieutenant SHACKLETON and Dr. WILSON. This journey over the ice occupied three months, and the record latitude of $82^{\circ} 17'$ South was reached.



One of the 'TABLOID' BRAND MEDICINE CASES carried by the National Antarctic Expedition.

BURROUGHS WELLCOME & Co. have for many years made a special study of the requirements of travellers and expeditions, not only in respect of compactness, portability and permanence, but also in the selection of remedies necessary to combat the maladies prevalent in every clime, from the Arctic to the Antarctic.

Study of
medicines
suitable for
every climate

'Tabloid' Brand Medicine Cases contain, in a small space, a complete outfit of pure drugs in doses of extreme accuracy. They can be carried in the pocket, in the carriage or motor car, or on the cycle, their contents being always ready for use in emergencies. They are specially valuable to the country practitioner, who is often called upon to cover long distances, and who would experience great difficulty in carrying or obtaining supplies of such medicines as he may desire to administer promptly, were it not for the convenience and portability of 'Tabloid' Brand Medicine Cases.

Emergency
Cases for
pocket, cycle,
motor or
carriage



THE SMALLEST MEDICINE CHEST IN THE WORLD

This tiny gold medicine chest is fitted with twelve square-medicine chest bottles containing 300 doses of 'Tabloid' Brand Medicaments, equivalent to 15 pints of fluid medicine.

HYPODERMIC POCKET-CASES

'TABLOID' BRAND

[B. W. & Co.]

Special Designs, the property of Burroughs Wellcome & Co.

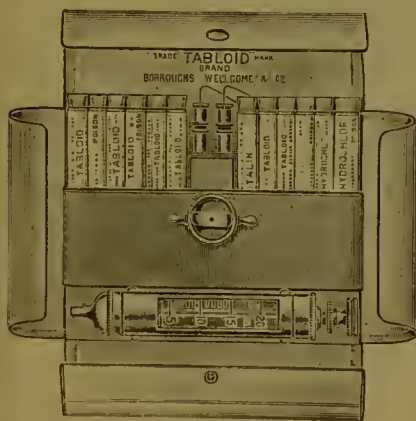
The word 'Tabloid' is a brand which designates fine products issued by Burroughs Wellcome & Co. This brand should always be specified when ordering.

'Tabloid' Hypodermic Pocket-Cases provide complete, compact and convenient equipments for hypodermic work. A full supply of hypodermic drugs of utmost reliability and accuracy of dosage, together with syringe and needles, may, by means of a 'Tabloid' Hypodermic Outfit, be carried easily in the waistcoat pocket.

For the
waistcoat
pocket

Hypodermic 'Tabloid' Brand Pocket-Cases are prepared in gold, silver, gun-metal, nickel-plated metal or aluminium, and in a great variety of fancy leathers. Each contains a B. W. & Co. Hypodermic Syringe with needles, and from five to fifteen tubes of 'Tabloid' Brand Hypodermic products, etc.

NO. 3. HYPODERMIC 'TABLOID' BRAND POCKET-CASE



Fitted with twelve tubes of 'Tabloid' Hypodermic products, the B. W. & Co. patent nickel-plated Hypodermic Syringe, and two regular steel needles, each enclosed in a protective tube. In Cowhide, Morocco, Seal, or Crocodile leather, or in Pig-skin.

NO. 3. HYPODERMIC 'TABLOID' BRAND POCKET-CASE

Measurements, $3\frac{1}{4} \times 2\frac{3}{4} \times \frac{3}{8}$ in.

NO. 7. HYPODERMIC 'TABLOID' BRAND POCKET CASE



NO. 7. HYPODERMIC 'TABLOID' BRAND
POCKET-CASE

Measurements $3\frac{1}{2} \times \frac{3}{8} \times \frac{3}{4}$ in.

With special detachable aseptic frame of novel design, and revolving rack (nickel-plated). Fitted with twelve tubes of 'Tabloid' Hypodermic products, nickel-plated syringe, one exploring and two regular steel needles. This case, after the removal of the tubes of Hypodermic products, may be sterilised with ease. In Gun-metal, Aluminium, or Silver.

NO. 10. ASEPTIC HYPODERMIC 'TABLOID' BRAND POCKET-CASE

This case is a model of compact completeness. It is made of nickel-plated metal, each edge and corner being smoothly rounded. It contains the B. W. & Co. All-Glass Aseptic Hypodermic Syringe, with detachable nickel-plated finger grip, and two regular steel needles enclosed in a protective tube. Each part of the syringe is separately held in a holdfast clip. The tubes of 'Tabloid' Hypodermic products, five in number, are carried in a hinged rack, which securely holds them when the case is closed, and which, when swung outwards, allows of the easy withdrawal of the desired tube. Complete in doekum cover.



NO. 10. ASEPTIC HYPODERMIC
'TABLOID' BRAND POCKET-CASE

Measurements $2\frac{1}{2} \times 1\frac{1}{2} \times \frac{1}{2}$ in.

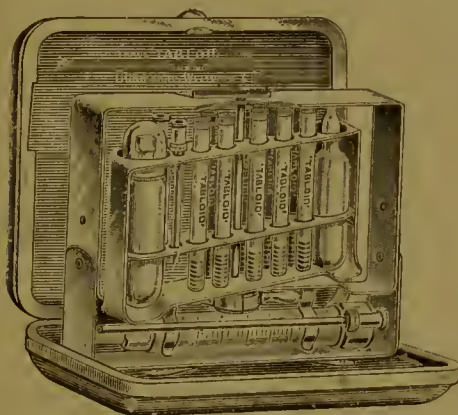
Each part of the syringe is separately held in a holdfast clip. The tubes of 'Tabloid' Hypodermic products, five in number, are carried in a hinged rack, which securely holds them when the case is closed, and which, when swung outwards, allows of the easy withdrawal of the desired tube. Complete in doekum cover.

NO. 21. HYPODERMIC 'TABLOID' BRAND POCKET-CASE

Measurements $4 \times 3\frac{1}{2} \times 1\frac{1}{4}$ in. Fitted with 9 tubes of 'Tabloid' Hypodermic products, nickel-plated hypodermic syringe with two steel needles, a small phial, glass-stoppered and capped, for sterilised water, capsule of ether, etc. In Morocco and other fine leathers.

NO. 23. ASEPTIC HYPODERMIC 'TABLOID' BRAND POCKET CASE

In Gun-metal, Aluminium, or Silver, with special detachable nickel-plated aseptic frame and revolving rack.

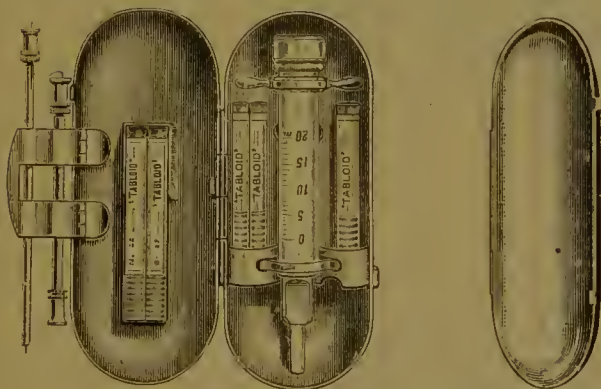


Contents same as those of No. 21 Case, with the addition of a steel exploring needle. If desired, the nickel-plated hypodermic syringe may be replaced by the B. W. & Co. All-Glass Aseptic Hypodermic Syringe (as shown in the illustration). This case, after the removal of the tubes of 'Tabloid' Hypodermic products, may be sterilised with ease.

NO. 23. ASEPTIC HYPODERMIC 'TABLOID' BRAND POCKET-CASE

Measurements, $3\frac{1}{2} \times 3\frac{1}{8} \times \frac{3}{4}$ in.

NO. 32. ASEPTIC HYPODERMIC 'TABLOID' BRAND POCKET - CASE (The Mussel Shell) (Registered)



OPEN

CLOSED

NO. 32. ASEPTIC HYPODERMIC 'TABLOID' BRAND POCKET-CASE (The Mussel Shell)

Measurements, $3\frac{3}{4} \times 1\frac{3}{4} \times \frac{3}{4}$ in.

Made of nickel-plated metal, conveniently shaped for the pocket. Fitted with nickel-plated hypodermic syringe, needles, and five tubes of 'Tabloid' Hypodermic products. Also supplied fitted with the B. W. & Co. All-Glass Aseptic Hypodermic syringe, etc. (as illustrated). Complete in leather or doeskin cover. Also made in Silver, and can be fitted with silver-framed syringe.



OPHTHALMIC POCKET-CASES

'TABLOID' BRAND

[B. W. & Co.]

Special Designs, the property of Burroughs Wellcome & Co.

The word 'Tabloid' is a brand which designates fine products issued by Burroughs Wellcome & Co. This brand should always be specified when ordering.

'Tabloid' Ophthalmic Pocket-Cases are the most compact and complete equipments for ophthalmic work. In a space of two or three cubic inches they contain supplies of active and accurately-divided ophthalmic drugs, solution dropper, camel-hair brushes, etc.

Width
two fingers

NO. 91. ASEPTIC OPHTHALMIC 'TABLOID' BRAND POCKET-CASE (*Registered*)



NO. 91. ASEPTIC OPHTHALMIC 'TABLOID' BRAND POCKET-CASE

Measurements $2\frac{1}{2} \times 1\frac{1}{4} \times \frac{3}{4}$ in

In nickel-plated metal. Fitted with nine tubes of 'Tabloid' and 'Soloid' Ophthalmic products, in nickel-plated rack, solution dropper, mortar, pestle, and two camel-hair brushes. This case, after the removal of the contents, may be sterilised with ease. Complete in doeskin cover.

NO. 92. ASEPTIC OPHTHALMIC 'TABLOID' BRAND POCKET-CASE (The Mussel Shell)



NO. 92. ASEPTIC OPHTHALMIC 'TABLOID' BRAND POCKET-CASE (The Mussel Shell)

Measurements $2\frac{1}{2} \times 1\frac{1}{8} \times \frac{3}{8}$ in

In nickel-plated metal. Fitted with seven tubes of 'Tabloid' Ophthalmic products, mortar, pestle, vulcanite rod, solution dropper and two camel-hair pencils. Enclosed in a doeskin cover. The shape and size of this case make it specially suitable for carrying in the waistcoat pocket. After removal of the contents, the case can be readily sterilised

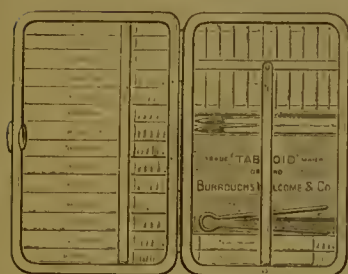
HYPODERMIC AND OPHTHALMIC POCKET-CASES

'TABLOID' BRAND

[³⁸⁷ B. W. & Co.]

NO. 80. HYPODERMIC AND OPHTHALMIC
'TABLOID' BRAND POCKET-CASE

(The "British Army Regulation")



In Aluminium. Contains sixteen tubes of 'Tabloid' Hypodermic products, eleven tubes of 'Tabloid' Ophthalmic products, two camel-hair brushes, a pair of minute forceps, and a booklet giving a summary of the chief uses of the products. Being easily carried in the waistcoat pocket, this case is extremely well adapted for emergency use.

NO. 80. HYPODERMIC AND OPHTHALMIC
'TABLOID' BRAND POCKET-CASE
(The "British Army Regulation")

Measurements: $1\frac{1}{2} \times 1\frac{1}{2} \times \frac{3}{4}$ in.

MEDICINE POCKET-CASES

'TABLOID' BRAND

[³⁸⁷ B. W. & Co.]

Special Designs, the property of Burroughs Wellcome & Co.

The word 'Tabloid' is a brand which designates fine products issued by Burroughs Wellcome & Co. This brand should always be specified when ordering.

'Tabloid' Medicine Pocket-Cases are compact equipments of pure, active drugs, divided, ready for administration, into accurate doses. They enable physicians to have always with them an equipment of reliable medicines specially for emergency use. 'Tabloid' Pocket-Cases are recognised as an essential in the physician's equipment for country districts and when travelling.

For
emergencies

NO. 115. 'TABLOID' BRAND MEDICINE POCKET CASE



Contains ten $\frac{1}{2}$ oz. phials filled with 'Tabloid' Brand products, etc. In Seal, Pigskin, Cowhide, Morocco and other fine leathers.

NO. 115. 'TABLOID' BRAND MEDICINE POCKET-CASE

Measurements, $8\frac{3}{4} \times 3\frac{3}{4} \times 1\frac{1}{2}$ in.

NO. 117. 'TABLOID' BRAND MEDICINE POCKET CASE

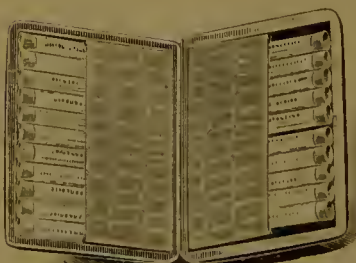


This case is somewhat larger and more comprehensive than the No. 115 Case. It contains sixteen $\frac{1}{2}$ oz. phials of 'Tabloid' Brand products, etc. In Cowhide, Pigskin, Crocodile, Morocco, and other fine leathers.

NO. 117. 'TABLOID' BRAND MEDICINE POCKET-CASE

Measurements, $7\frac{1}{2} \times 4 \times 3$ in

NO. 124. 'TABLOID' BRAND MEDICINE POCKET-CASE



NO. 124. 'TABLOID' BRAND MEDICINE POCKET-CASE

Measurements, $6\frac{1}{2} \times 4 \times 1\frac{1}{2}$ in

Fitted with from sixteen to twenty-four tubes of 'Tabloid' Brand products, according to size of products. In Seal, Crocodile, Morocco, and other fine leathers. This case was specially designed for conveniently carrying in the breast pocket, on ordinary occasions, a stock of medicines sufficient to meet a variety of circumstances.

NO. 125. 'TABLOID' BRAND MEDICINE POCKET-CASE



NO. 125. 'TABLOID' BRAND MEDICINE POCKET-CASE

Measurements, $5\frac{1}{2} \times 4 \times 1\frac{1}{2}$ in.

Specially fitted for emergency purposes with fourteen tubes of 'Tabloid' Brand products, and a removable tray containing an equipment of twelve tubes of 'Tabloid' Hypodermic products, B. W. & Co. nickel-plated hypodermic syringe, and two regular steel needles. In Cowhide and other fine leathers.

NO. 141. 'TABLOID' BRAND MEDICINE POCKET-CASE



NO. 141. 'TABLOID' BRAND MEDICINE POCKET-CASE

Measurements $7\frac{1}{2} \times 4 \times 2\frac{1}{2}$ in.

In Morocco leather. Fitted with fifteen $\frac{1}{2}$ oz. phials of 'Tabloid' Brand products, and a leather-covered metal compartment, containing small boxes for the physician's use in distributing the contents of the case. Similar in design to No. 117 Case.

For full particulars of these and numerous other examples, see General Price List.



AUTOMOBILE, CARRIAGE AND CYCLE CASES

MEDICAL EQUIPMENT CHESTS, ETC.

'TABLOID' BRAND

[^{III} B. W. & Co.]

Special Designs, the property of Burroughs Wellcome & Co.

The word 'Tabloid' is a brand which designates fine products issued by Burroughs Wellcome & Co. This brand should always be specified when ordering.

'Tabloid' Cases for the physician's automobile, carriage or cycle, and 'Tabloid' Medical Equipment Chests contain 'Tabloid,' 'Soloid' and other fine products of B. W. & Co., minor surgical instruments and sundry emergency dressings. A great variety is prepared to meet the requirements

For
general
practitioners

- * of medical men in home practice, according to the extent and the special character of their needs. For those who cycle, cases are made in various designs, one for attaching to the handle-bar of the cycle, another for attaching to the stay-bar, and others for the pocket.

'Tabloid' Medical Equipment Chests and Cases provide complete portable dispensaries for practitioners in distant stations, missionaries, explorers and expeditions of all kinds. For such purposes they are the only really satisfactory form of medical equipment, and have been adopted universally. In addition to

For
physicians,
explorers,
missions, etc.

full supplies of accurately-dosed, permanent and reliable drugs, these equipments contain minor surgical instruments and dressings.

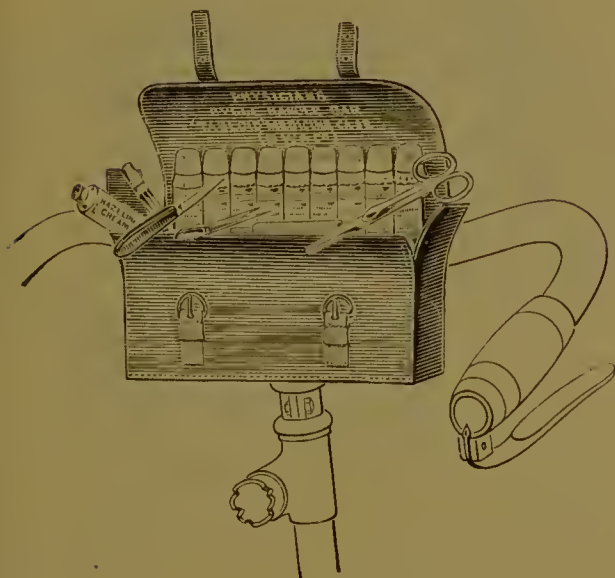
NO. 137. 'TABLOID' BRAND MEDICINE SADDLE-CASE



In Cowhide or Pigskin. Measurements, $7\frac{1}{4} \times 4\frac{1}{4} \times 2\frac{3}{4}$ in. Fitted in the same way as No. 117 Case, with sixteen $\frac{1}{2}$ oz. phials of 'Tabloid' Brand products, etc. (This case is also supplied fitted with feather-weight containers, and issued as No. 139 Case. Measurements, $7\frac{1}{4} \times 4\frac{1}{2} \times 2\frac{3}{4}$ in.)

NO. 137. 'TABLOID' BRAND
MEDICINE SADDLE-CASE

NO. 200. PHYSICIAN'S CYCLE HANDLE-BAR 'TABLOID' BRAND MEDICINE CASE



NO. 200. PHYSICIAN'S CYCLE HANDLE-BAR 'TABLOID' BRAND MEDICINE CASE

In black enamelled Cowhide. Measurements, $8\frac{1}{4} \times 2\frac{1}{2} \times 4\frac{1}{4}$ in. Fitted complete with nine $\frac{1}{2}$ oz. phials of 'Tabloid' Brand products, minor surgical instruments and sundry emergency dressings. Weight, empty, $8\frac{1}{4}$ oz.; full, about $1\frac{1}{2}$ lb.

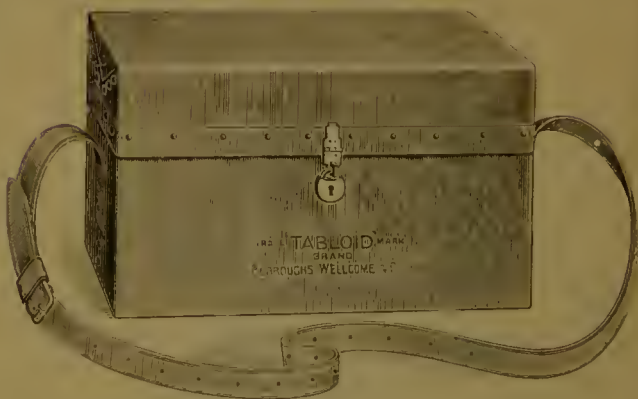
NO. 202. PHYSICIAN'S CYCLE STAY-BAR 'TABLOID' BRAND MEDICINE CASE

In black enamelled Cowhide. Measurements, $10 \times 2\frac{3}{4} \times 5$ in. Fitted complete with twelve $\frac{1}{2}$ oz. phials of 'Tabloid' Brand products, minor surgical instruments and dressings. Similar in design to No. 200 Case.

NO. 209. 'TABLOID' BRAND MEDICINE CASE (Registered)

In Morocco leather, Cowhide, or Pigskin. Measurements, $10 \times 5 \times 6\frac{1}{2}$ in. Contains nine 1 oz., twenty-four $\frac{1}{2}$ oz., and thirteen 2 dr. phials of 'Tabloid' and 'Soloid' Brand products; medicine measure, extra pockets, and loops for instruments; twelve tubes of 'Tabloid' Hypodermic products, B. W. & Co. nickel-plated hypodermic syringe, two regular steel needles, etc.

NO. 208. 'TABLOID' BRAND MEDICINE CHEST



NO. 208. 'TABLOID' BRAND MEDICINE CHEST

Made of dressed and varnished Raw-hide; very light, portable and durable. Measurements, $15\frac{1}{2} \times 5\frac{1}{4} \times 9$ in. Fitted with twelve 4 oz. stoppered bottles of 'Tabloid' and 'Soloid' Brand products, minor surgical instruments and dressings, etc.

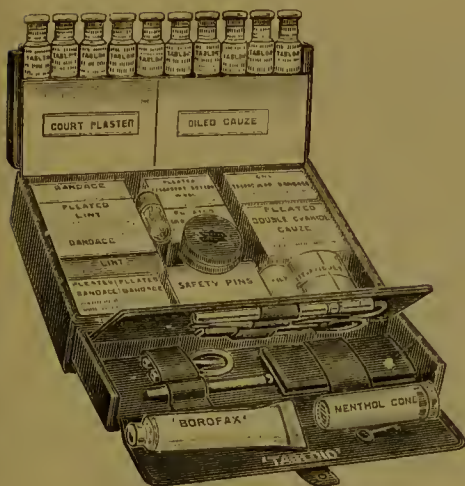
A similar chest is also made in a smaller size (No. 206 Chest—as carried by Mr. Thos. Stevens). Measurements, $14\frac{1}{2} \times 4\frac{1}{2} \times 7\frac{1}{4}$ in. Fitted with twelve $2\frac{1}{2}$ oz. stoppered bottles of 'Tabloid' and 'Soloid' Brand products, etc.

NO. 221. 'TABLOID' BRAND MEDICINE CASE
(Registered)

NO. 221. 'TABLOID' BRAND MEDICINE CASE

In *extra finish* Cowhide, Morocco, Crocodile or Pigskin. Measurements, $14 \times 5\frac{1}{2} \times 9\frac{1}{2}$ in. Fitted in the same way as No. 220 Case, with the addition of nine 2 dr. phials of 'Tabloid' and 'Soloid' Brand products, and a glass-stoppered and capped ether bottle.

NO. 230. 'TABLOID' BRAND MEDICINE CASE



A Morocco leather or Cowhide case, which, when closed, measures $8 \times 5\frac{1}{2} \times 2\frac{1}{2}$ in. Fitted with ten phials of 'Tabloid' and 'Soloid' Brand products, minor surgical instruments and dressings, etc.

It provides a small but very comprehensive medical and surgical outfit. The physician will find this an extremely serviceable case for a patient travelling abroad,

where at times he may be beyond the reach of professional aid. Conveniently shaped for packing in trunk or bag.

NO. 231. 'TABLOID' BRAND MEDICINE CASE

(Registered)

(As suggested by Sir W. Moore)



NO. 231. 'TABLOID' BRAND MEDICINE CASE

In black japanned metal. Measurements, $10\frac{3}{4} \times 7\frac{1}{2} \times 3$ in. Contains fifteen 1 oz. corked phials, and one 4 oz. corked bottle; minor surgical instruments and dressings. Complete with 'Tabloid' Brand products, etc., as recommended in Sir W. MOORE'S *Manual of Family Medicine for India*.

NO. 254. 'TABLOID' BRAND MEDICINE CHEST (The Indian)



In japanned metal. Measurements, $9\frac{1}{2} \times 7 \times 6\frac{1}{2}$ in. Contains sixteen $1\frac{3}{4}$ oz. glass-stoppered bottles, and six 4 dr. phials of 'Tabloid' and 'Soloid' Brand products, instruments and tray carrying sundry dressings, etc. Weight about 12 lb. As carried by the late G. W. Steevens, the war correspondent.

NO. 254. 'TABLOID' BRAND MEDICINE CHEST (The Indian)

NO. 227. 'TABLOID' BRAND MEDICINE CASE

In Cowhide or Pigskin. Measurements, $6\frac{1}{2} \times 3\frac{1}{4} \times 3$ in. Made of two metal cups and frames covered with leather. Arranged to contain twenty $1\frac{1}{2}$ dr., twelve 1 dr. and fourteen $\frac{1}{2}$ dr. tubes of 'Tabloid' and 'Soloid' Brand products. Weight about 2 lb. 6 oz.

NO. 229. 'TABLOID' BRAND MEDICINE CASE

Measurements, $8\frac{1}{2} \times 5\frac{1}{4} \times 3\frac{3}{4}$ in. Made of two metal cups and frames covered with Cowhide. Arranged to contain forty 4 dr. phials of 'Tabloid' and 'Soloid' Brand products. Weight about 4 lb. 13 oz.

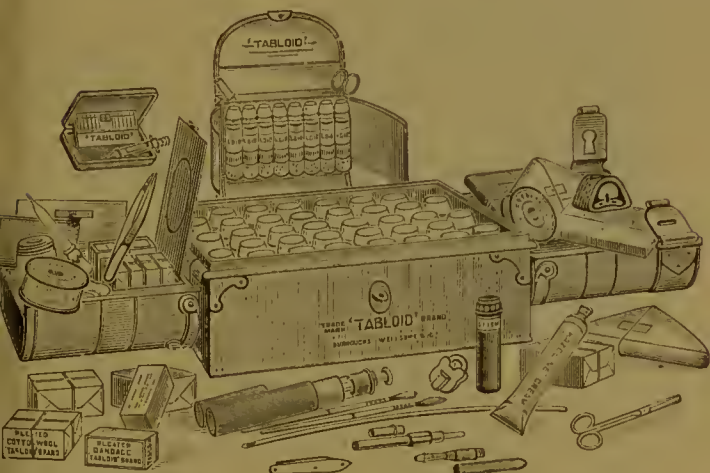
NO. 251. 'TABLOID' BRAND MEDICINE CHEST

(As supplied to the JACKSON-HARMSWORTH POLAR EXPEDITION,
THE NATIONAL ANTARCTIC EXPEDITION, etc.)

In Aluminium. Measurements, $15\frac{3}{4} \times 10\frac{1}{2} \times 8\frac{1}{4}$ in. Fitted with forty $3\frac{1}{2}$ oz. feather-weight containers of 'Tabloid,' 'Soloid' and other fine products of B. W. & Co. In other respects it is fitted in the same way as the No. 250 Chest. Weight, when fitted, about 27 lb.

NO. 250. 'TABLOID' BRAND MEDICINE CHEST

(As supplied to the late Sir H. M. STANLEY, EMIN PASHA,
Military Expeditions, Missionaries, etc.)



NO. 250. 'TABLOID' BRAND MEDICINE CHEST

In japanned sheet-steel. Measurements, $15\frac{3}{4} \times 10\frac{1}{2} \times 8\frac{1}{2}$ in. Contains six 5 oz. and thirty $3\frac{1}{2}$ oz. glass-stoppered bottles of 'Tabloid,' 'Soloid' and other fine products of B. W. & Co., in movable teak-wood tray. The lid (in two sections) is arranged to hold supplies of 'Tabloid' Bandages and Dressings, minor surgical instruments and other accessories. Weight, when fitted, about 40 lb.

This Chest, and No. 251 Chest, are the standard equipments for large expeditions and stations.

NO. 256. 'TABLOID' BRAND MEDICINE CHEST

(As supplied to the DUKE OF THE ABRUZZI'S POLAR EXPEDITION)

In Aluminium. Measurements, $10\frac{1}{2} \times 6 \times 7\frac{1}{2}$ in. Fitted with eighteen $3\frac{1}{2}$ oz. feather-weight containers of 'Tabloid' and 'Soloid' Brand products, and a tray containing minor dressings and sundries.

A similar chest is supplied in black japanned metal, and is known as No. 255 Chest. The contents are the same as No. 256 Chest, with the exception that the 'Tabloid' and 'Soloid' Brand products are in glass-stoppered bottles.

NO. 258. 'TABLOID' BRAND MEDICINE CASE (The Settler's)



In black japanned metal. Measurements, $8\frac{1}{4} \times 4\frac{1}{2} \times 5\frac{3}{4}$ in. Contains twelve $1\frac{1}{2}$ oz. bottles of 'Tabloid' and 'Soloid' Brand products, 'Hazeline' Cream, 'Tabloid' Bandages and Dressings, adhesive plaster and other accessories. A very compact and useful case, adapted for settlers or planters' use, and for stations, farms or camps in outlying districts.

NO. 258. 'TABLOID' BRAND MEDICINE CASE (The Settler's)

ANTIDOTE CASE 'TABLOID' BRAND [^{MADE BY} B. W. & Co.]

Special Design, the property of Burroughs Wellcome & Co.

The word 'Tabloid' is a brand which designates fine products issued by Burroughs Wellcome & Co. This brand should always be specified when ordering.

A compact equipment, containing apparatus and drugs ready for immediate use in the treatment of poisoning.

NO. 300. 'TABLOID' BRAND ANTIDOTE CASE



NO. 300. 'TABLOID' BRAND ANTIDOTE CASE

Measurements, $12 \times 6 \times 3$ in. Fitted with stomach syphon-tube, catheter, B. W. & Co. nickel-plated, hypodermic syringe, two needles, 'Tabloid' Hypodermic products, 'Vaporole' Amyl Nitrite, and toxicological chart, also eighteen $\frac{1}{2}$ oz. phials and three tubes of 'Tabloid' Brand antidotes, etc., etc.

'TABLOID' BRAND FIRST-AID

(FOR AUTOMOBILES, AIRSHIPS, YACHTS
CARAVANS, ETC.)

[^{SEE} B. W. & Co.]

Special Designs, the property of Burroughs Wellcome & Co.

The word 'Tabloid' is a brand which designates fine products issued by Burroughs Wellcome & Co. This brand should always be specified when ordering.

These equipments provide compact, complete outfits of emergency dressings and first-aid accessories. Portable and convenient, they are ideal emergency outfits for motorists, cyclists, aeronauts, yachtsmen and sportsmen.

(See also pages 97-100)

NO. 707. 'TABLOID' BRAND FIRST-AID

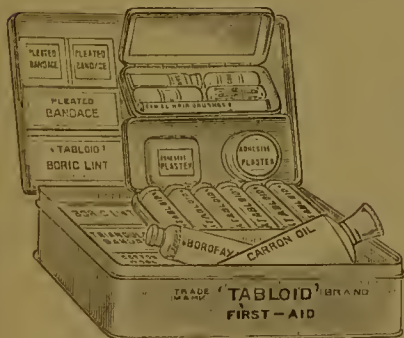
(Registered)

In rex red, royal blue, or Brewster green enamelled metal, or in aluminised metal. Measurements, $6\frac{1}{2} \times 3\frac{1}{4} \times 2$ in. Contains six tubes of 'Tabloid' and 'Soloid' Brand products, 'Borofax,' Carron Oil, 'Tabloid' Bandages and Dressings, plaster, protective skin, pins, etc., etc.

(Illustrated on page 98)

NO. 712. 'TABLOID' BRAND FIRST-AID

(Registered)



NO. 712. 'TABLOID' BRAND FIRST-AID

In rex red, royal blue, or Brewster green enamelled metal, or in aluminised metal. Measurements, $6\frac{1}{2} \times 4\frac{1}{4} \times 2$ in. Contains six tubes of 'Tabloid' and 'Soloid' Brand products, 'Borofax,' and Carron Oil, 'Tabloid' Bandages and Dressings, plaster, protective skin, pins, etc., etc.

(See also page 98)



NO. 702. 'TABLOID' BRAND FIRST-AID
(Registered)

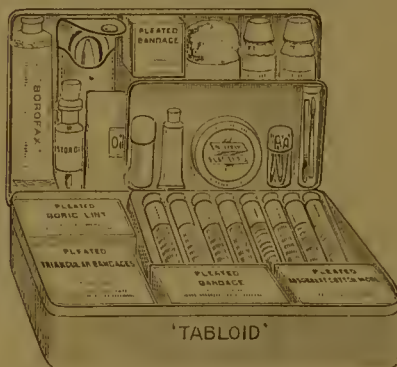
In rex red, royal blue or Brewster green enamelled leather. Measurements $7 \times 5\frac{1}{2} \times 2\frac{3}{4}$ in. Contains eight tubes of 'Tabloid' and 'Soloid' Brand products, 'Borofax,' 'Hazeline' Cream, Sal Volatile, Carron Oil, 'Tabloid' Bandages and Dressings, tourniquet, oiled gauze, plaster, protective skin, pins, scissors, etc., etc.

(Illustrated on page 97)

NO. 703. 'TABLOID' BRAND FIRST-AID
(Registered)

Leather and contents similar to No. 702. Measurements, $8 \times 6 \times 3$ in.

NO. 715. 'TABLOID' BRAND FIRST-AID
(Registered)



In rex red, royal blue, or Brewster green enamelled metal, or in aluminised or black japanned metal. Measurements, $7\frac{1}{2} \times 4\frac{1}{2} \times 2$ in. Contains eight tubes of 'Tabloid' and 'Soloid' Brand products, 'Borofax,' Sal Volatile, Carron Oil, 'Tabloid' Bandages and Dressings, plaster, protective skin, pins, scissors, etc., etc.

NO. 715. 'TABLOID' BRAND FIRST-AID
(See also page 99)

NO. 722. 'TABLOID' BRAND FIRST-AID
(Registered)

In rex red, royal blue or Brewster green enamelled metal, or in aluminised metal. Measurements, $6\frac{3}{4} \times 4\frac{3}{4} \times 2\frac{1}{4}$ in. Contains eight tubes of 'Tabloid' and 'Soloid' Brand products, 'Borofax,' 'Hazeline' Cream, Sal Volatile, Carron Oil, 'Tabloid' Bandages and Dressings, tourniquet, oiled gauze, plaster, protective skin, pins, scissors, etc.

NO. 723. 'TABLOID' BRAND FIRST-AID
(Registered)

Materials and contents similar to No. 722. Measurements, $8 \times 5\frac{1}{2} \times 2\frac{1}{4}$ in.

(Illustrated on page 100)



TRADE
MARK

‘TABLOID’ BRAND PRODUCTS

[MADE IN B. W. & Co.]

The word ‘Tabloid’ is a brand which designates fine products issued by Burroughs Wellcome & Co. To ensure the supply of these pure and reliable preparations, this brand should always be specified when prescribing or ordering.

The therapeutic and pharmaceutical superiority of ‘Tabloid’ Brand products is universally recognised by physicians. Made under the direct supervision of specially trained and qualified pharmacists and chemists, ‘Tabloid’ products present accurate doses of drugs of the highest quality only. Their absolute reliability is maintained only by unremitting care and attention to every detail, no matter how minute. They have often been imitated, but their combined perfection of ingredients, manufacture and dosage has never been approached.

Quality unique
in every respect

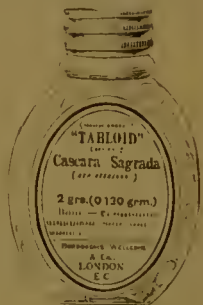
‘Tabloid’ Brand products are prescribed in private practice and in military and civil hospitals in all parts of the world. They are preferred by the medical profession because of their high standard of excellence and their acceptability to the patient. Also on account of their extreme portability, which enables supplies to be comfortably carried in the waistcoat pocket, and accurate doses taken regularly whilst following the usual routine of professional, commercial or social life.

Universally
prescribed

Purity and reliability of medicaments, high accuracy of dosage, and excellence of finish are amongst the chief features by which 'Tabloid' Brand products are distinguished. Their advantages have been nowhere more conspicuously demonstrated than by the success which has attended their use in various expeditions, even after having been kept for long periods under the worst conditions. Experience has shown, indeed, that in India and in other countries having hot climates, the employment of certain drugs, which had fallen into desuetude because of the change they underwent in the forms hitherto employed, has become possible since their preparation as 'Tabloid' products.



Reliable,
accurate, and
permanent in
all climates



"Excellent and reliable specimens of distinct improvements in pharmacy." *British Medical Journal.*

BURROUGHS WELLCOME & Co.'s Exhibit contains the following 'Tabloid' Brand products (amongst many others) which indicate the wide range of drugs and combinations of drugs issued under the 'Tabloid' brand, and show that practically every need of the physician is met. A few characteristic products are selected for special notice.

Wide
range

REMEMBER THE TRADE MARK

N.B. When prescribing or ordering, the greatest care should be exercised to specify the 'Tabloid' Brand. Many, moreover, adopt the extra safeguard of adding the initials "B. W. & Co.," or the full name, "Burroughs Wellcome & Co." Any cases of substitution should be reported.

'Tabloid' Aloin Compound [B. W. & Co.]

R	Aloini	gr. 1 1/5	[0'013 gm.]
	Strychninæ Sulphatis	gr. 1 60	[0'00108 gm.]
	Ext. Belladonnæ	gr. 1/8	[0'008 gm.]
	Pulv. Ipecacuanhæ	gr. 1 16	[0'004 gm.]

(Plain or sugar-coated)

Stomachic and tonic laxative. The aloin used is free from resin, and of exceptional purity. It is greatly superior to the ordinary varieties, which frequently exhibit considerable variability in activity.

'Tabloid' Ammoniated Quinine (*sugar-coated*)

[B. W. & Co.]

Contains quinine sulphate and ammonium bicarbonate corresponding to one fluid drachm of the official tincture. This product possesses many advantages over the tincture. The fluid preparation is bulky and prone to deterioration because of the extreme volatility of the ammonia it contains. The 'Tabloid' product is convenient, compact and portable, and does not possess such volatility of content.

Superior to
the tincture

'Tabloid' Bland (Pil. Ferrugin.), gr. 5 (0'324 gm.),
and gr. 8 (0'518 gm.), (*sugar-coated*)

[B. W. & Co.]

Representing 20 per cent. of ferrous carbonate

'Tabloid' Bland Pill owes its superiority to the fact that it supplies the materials which produce ferrous carbonate in the stomach. It performs in practice what ordinary Bland pills promise in theory. For instance, a series of sixty-five clinical trials carried out at an important London hospital proved that 'Tabloid' Bland Pill caused a daily increase in hæmoglobin of 1'2 per cent., while in no single instance of all the other preparations of iron tested under precisely similar conditions did the increase of hæmoglobin exceed 0'5 per cent.

Superiority
demonstrated

'Tabloid' Bland Pill is also supplied in combination with aloin, arsenic, cascara, etc.

'Tabloid' Calcium Iodo-ricinoleate, gr. 3 (0'194 gm.)
(*in gelatin envelope*)

[B. W. & Co.]

'Tabloid' Calcium Lactate, gr. 5 (0'324 gm.)

[B. W. & Co.]

Rx

'Tabloid' Calomel, gr. 1/10 (0·0065 gm.); gr. 1/6 (0·011 gm.); gr. 1/4 (0·016 gm.); gr. 1/2 (0·032 gm.); gr. 1 (0·065 gm.); gr. 2 (0·13 gm.); gr. 3 (0·194 gm.); and gr. 5 (0·324 gm.) [B. W. & Co.]

Prepared with 'Wellcome' Brand Mercury Subchloride, a sublimed product which is free from admixture with the metal or the perchloride.

'Tabloid' Cascara Sagrada (*Dry Extract*), gr. 1 (0·065 gm.); gr. 2 (0·13 gm.); gr. 3 (0·194 gm.); gr. 4 (0·259 gm.); and gr. 5 (0·324 gm.), (*plain or sugar-coated*) [B. W. & Co.]

Great care is needed in the selection of preparations of cascara sagrada, since much of the so-called cascara is inert and worthless, whilst some is positively injurious.

Burroughs Wellcome & Co. have unusual facilities for obtaining the true bark collected during the proper season. The bark thus collected is carefully selected and from it 'Tabloid' Cascara Sagrada is prepared with the most scrupulous care in the light of long and unique experience. The unremitting exercise of this care and skill has secured for the 'Tabloid' product a world-wide reputation for uniformity of action and absolute reliability.

'Tabloid' Chemical Food (*Phosphates Compound*), dr. 1/2 (1·8 c.c.), and dr. 1 (3·5 c.c.), (*sugar-coated*) [B. W. & Co.]

Contain the combined phosphates of iron, calcium, sodium and potassium, equivalent to $\frac{1}{2}$ and 1 drachm respectively of standard Compound Syrup of Phosphates.

In 'Tabloid' Chemical Food this useful general tonic is presented without the accompaniments of free acid and excessive sugar, which are found in the ordinary Parrish's Syrup, and which in continued administration frequently ruin the teeth of children, and cause gastric disturbance.

'Tabloid' 'Coffee-Mint' [B. W. & Co.]

R Sodii Bicarbonatis	gr. 3	0·194 gm.
Ammonii Bicarbonatis	gr. 1/16	0·004 gm.]
Ext. Coffeae	gr. 1/2	0·032 gm.]
Cerii Oxalatis	gr. 1/4	0·016 gm.]
Ol. Menthae Piperitae	q.s.	

'Tabloid' Easton Syrup (*Iron Phosphate with Quinine and Strychnine*), dr. 1/2 (1·8 c.c.), and dr. 1 (3·5 c.c.) (*sugar-coated*) [^M B. W. & Co.]

'Tabloid' Easton Syrup presents in a soluble condition the amount of iron (ferric state), quinine and strychnine contained in ½ and 1 fluid drachm respectively of the B.P. Syrup.

The ordinary syrup is notoriously liable to change, as shown by the discoloration which accompanies the oxidation and precipitation of the salts of iron and quinine, thus diminishing its medicinal value.

Stable and
uniformly
active

'Tabloid' Easton Syrup, on the other hand, is uniformly constant in therapeutic activity.

'Tabloid' Effervescent Products [^M B. W. & Co.]

Administration in the form of effervescent draughts appears to enhance the therapeutic value of certain drugs. To secure the best results, however, the effervescent preparations must be fresh, and must yield briskly effervescing solutions.

Ordinary granular effervescent preparations are bulky and prone to deterioration. 'Tabloid' Effervescent products are convenient, compact and portable, and are much less liable to become affected by the air because they offer a relatively small surface.

Maintain their
effervescent
properties

The list includes 'Tabloid' Effervescent products of Caffeine Citrate, Lithium Citrate, Magnesium Citrate, Magnesium Sulphate, Piperazine, Potassium Citrate, Quinine Bisulphate, Sodium Phosphate, Sodium Salicylate, Sodium Sulphate, Three Bromides; also Mineral Water Salts.

(See B. W. & Co.'s complete list)

'Tabloid' 'Forced March' (*see Kola Compound, page 56*)

'Tabloid' Glycerophosphates Compound, dr. ½ (1·8 c.c.), (*sugar-coated*) [^M B. W. & Co.]

Each contains calcium, sodium, potassium, magnesium and iron glycerophosphates, pepsin, diastase and kola, with gr. 1/800 of strychnine glycerophosphate: equivalent to ½ fluid drachm (1·8 c.c.) of syrup of glycerophosphates.

'Tabloid' 'Hemisine' (*Trade Mark*), 0·0003 gm.
(approx. gr. 1/200), and 0·001 gm. (approx. gr. 1/64)
[^{ad} B. W. & Co.]

Presents the active principle of the medulla of the supra-renal gland in a dry, stable, soluble and convenient condition.

(See 'Hemisine' Booklet)

'Tabloid' Hypophosphites Compound, gr. 1·12
(0·097 gm.), and gr. 3 (0·194 gm.), (*plain or sugar-coated*) [^{ad} B. W. & Co.]

Each product contains the stated weight of the combined hypophosphites of calcium, potassium, sodium, manganese, iron and quinine with gr. 1/128 Uniform, portable, (0·0005 gm.) or gr. 1/64 (0·001 gm.) of and tasteless hypophosphite of strychnine The two strengths are equivalent, respectively, to $\frac{1}{2}$ drachm and 1 drachm of standard compound syrup of hypophosphites. Unlike the syrup, 'Tabloid' Hypophosphites Compound is not prone to decomposition, nor can it lose strength by precipitation. The 'Tabloid' products have the further advantages of portability and tastelessness.

'Tabloid' Juniper Oil, min. 3 (0·178 c.c.). *in gelatin envelope* [^{ad} B. W. & Co.]

'Tabloid' Kola Compound (*formerly known as* 'TABLOID' 'FORCED MARCH') [^{ad} B. W. & Co.]

The active principles of kola nut and coca leaves contained in this product are valuable nervous stimulants, and their use prolongs power of endurance, allays hunger, and so wards off fatigue.

'Tabloid' Laxative Vegetable [^{ad} B. W. & Co.]

R	Ext. Colocynthis Comp.	gr. 1	[0·065 gm.]
	Ext. Jalapæ	gr. 1 2	[0·032 gm.]
	Podophylli Resinæ	gr. 1 4	[0·016 gm.]
	Leptandrini	gr. 1 2	[0·032 gm.]
	Ext. Hyoseyami Viridis...	gr. 1 4	[0·016 gm.]
	Ext. Taraxaci	gr. 1 4	[0·016 gm.]
	Ol. Mentha Piperita	q.s.	

(*Plain or sugar-coated*)

Prepared with drugs of exceptional purity, this 'Tabloid' product is reliable and efficient as a cholagogue and laxative.

'Tabloid' Liquorice Compound Powder, gr. 30
(1.944 gm.) [^{III} B. W. & Co.]

Each represents : Senna, gr. 5 (0.324 gm.) ; liquorice root, gr. 5 (0.324 gm.) ; sublimed sulphur, gr. 2-1/2 (0.162 gm.), etc.

Compound Liquorice Powder, B.P., contains 50 per cent. of refined sugar. This ingredient does not enter into the composition of 'Tabloid' Liquorice Compound Powder, which may therefore be prescribed in cases where sugar is contra-indicated.

'Tabloid' Magnesium Sulphate Compound, Effervescent [^{III} B. W. & Co.]

R	Magnesii Sulphatis	.	gr. 15	[0.972 gm.]
	Sodii Sulphatis	...	gr. 15	[0.972 gm.]
	Magnesii Carbonatis	...	gr. 5	[0.324 gm.]
	Liq. Zingiberis	...	min. 3-1/2	[0.208 c.c.]

'Tabloid' Manganese and Iron Citrate (Soluble),
gr. 3 (0.194 gm.), and gr. 5 (0.324 gm.), (sugar-coated) [^{III} B. W. & Co.]

Experiments conducted in the Wellcome Chemical Research Laboratories have resulted in the production of a series of soluble manganese preparations which are admirably adapted to the physician's requirements.

'Tabloid' Manganese and Iron Citrate (Soluble) contains about 7 per cent. of manganese and 14 per cent. of iron in organic combination. This double salt is also issued with the addition of 15 per cent. of quinine, as 'Tabloid' Manganese and Iron Citrate with Quinine (Soluble), or with the addition of 1 per cent. of strychnine, as 'Tabloid' Manganese and Iron Citrate with Strychnine (Soluble).

Other important products in this series are 'Tabloid' Manganese Citrate (Soluble), and 'Tabloid' Manganese and Iron Phosphate (Soluble).

'Tabloid' Mineral Water Salts (Effervescent, Artificial) [^{III} B. W. & Co.]

'Tabloid' Artificial Mineral Water Salts present in small bulk the essential constituents of the natural waters whose names they bear. These products have excellent keeping qualities, and, when dissolved in stated quantities of water, give pure refreshing beverages corresponding to the natural waters. Their use entirely obviates such deterioration and waste as are associated with bottled waters. By their com-

Bring the
spa to
the home

compactness and portability they render possible a continuous course of mineral water treatment under conditions otherwise impossible.

The list includes 'Tabloid' Effervescent Artificial Carlsbad Salt, Kissingen Salt, Seltzer Salt and Vichy Salt.

'Tabloid' Mistura Alba [³⁴ B. W. & Co.]

R	Magnesii Carb. Pond.	gr. 2-1/2	[0.162 gm.]
	Magnesii Sulphatis	... gr. 15	[0.972 gm.]
	Ol. Menthæ Piperitæ	... min. 1/32	[0.002 c.c.]

A most efficient saline combination.

'Tabloid' Nux Vomica Compound [³⁴ B. W. & Co.]

R	Ext. Nucis Vomicae,		
	Aloini,		
	Ferri Sulphatis,		
	Pulv. Myrrhæ,		
	Pulv. Saponis	... āā gr. 1/2	[0.032 gm.]
	(Sugar-coated)		

Stomachic and tonic aperient of great value.

'Tabloid' Brand Pastilles [³⁴ B. W. & Co.]

Accuracy, activity and purity of content distinguish 'Tabloid' Brand Pastilles. Containing exactly the stated quantity of medicament in an unaltered and active state, these products present to the physician a series of pastilles in which the utmost confidence may be placed. The agreeable demulcent basis is adjusted to dissolve slowly in the mouth, thereby ensuring the full value of this method of administration.

Delightful
to eye—
delicious to
taste

The list includes :—

'Tabloid' Laxative Fruit Pastilles [³⁴ B. W. & Co.]

Each contains extract of senna fruit, gr. 5.

'Tabloid' Pectoral Pastilles [³⁴ B. W. & Co.]

Containing liquorice, squill, tolu, senega, ipecacuanha, virginian prune, etc.

Also the following 'Tabloid' Pastilles :—

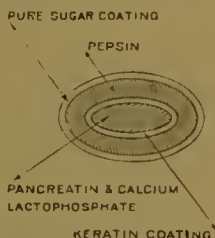
Ammonium Chloride and Liquorice ; Benzoic Acid Compound ; Cocaine Hydrochloride ; Codeine ; Glycerin ; Glycerin and Black Currant ; Glycerin, Tannin and Black Currant ; Glycerin, Tannin, Capsicum and Black Currant ; Lemon Juice ; Linseed, Liquorice and Chlorodyne ; Menthol ; Menthol and Eucalyptus ; Morphine and Ipecacuanha ; Pine Tar Compound ; 'Pinol' ; Red Gum and Cocaine ; Rhatany, Menthol and Cocaine.

'Tabloid' 'Pepana' (Trade Mark), formerly issued under the title PEPTONIC (Gastro-enteric Digestive) [B. W. & Co.]

R	Pepsini	...	gr. 1	[0.065 gm.]
	Pancreatini	...	gr. 1	[0.065 gm.]
	Calcii Lactophosphatis	...	gr. 1	[0.065 gm.]

(Plain or sugar-coated)

When 'Tabloid' 'Pepana' is administered, the external sugar-coating dissolves in the stomach and the pepsin is liberated. But the pancreatin, being enclosed in a coating of keratin (*insoluble in acid media*), remains unaffected until, passing through the intestinal tract, it meets the alkaline secretion. Then—and not till then—the keratin dissolves, thereby liberating the pancreatin. Thus, in its normal sphere of activity and in an unaltered, active condition, the pancreatin is available for immediate digestive service.



'Tabloid' Phenacetin Compound [B. W. & Co.]

R	Phenacetini	...	gr. 4	[0.259 gm.]
	Caffeinae	...	gr. 1	[0.065 gm.]

'Tabloid' Quinine Bisulphate, gr. 1/2 (0.032 gm.); gr. 1 (0.065 gm.); gr. 2 (0.13 gm.); gr. 3 (0.194 gm.); gr. 4 (0.259 gm.); and gr. 5 (0.324 gm.), (*plain or sugar-coated*); and gr. 10 (0.648 gm.), (*plain only*) [B. W. & Co.]

'Tabloid' Quinine Bisulphate has been proved to retain its therapeutic activity under the most adverse climatic conditions.

'Tabloid' Quinine and Rhubarb Compound (*well known for many years as 'TABLOID' LIVINGSTONE ROUSER*) [B. W. & Co.]

R	Pulv. Jalapæ	...	gr. 1-1/2	[0.097 gm.]
	Hydrargyri Subchloridi	...	gr. 1	[0.065 gm.]
	Pulv. Rhei	...	gr. 1-1/2	[0.097 gm.]
	Quininæ Bisulphatis	...	gr. 1	[0.065 gm.]

'Tabloid' Quinine Hydrochloride, gr. 1 (0.065 gm.); gr. 2 (0.13 gm.); gr. 3 (0.194 gm.); gr. 4 (0.259 gm.); and gr. 5 (0.324 gm.), (*plain or sugar-coated*) [B. W. & Co.]

'Tabloid' Reduced Iron Compound [B. W. & Co.]

R	Ferri Redacti ..	gr. 2	[0.13 gm.]
	Ext. Hyoscyami ...	gr. 1	[0.065 gm.]
	Ext. Nucis Vomicae ..	gr. 1 2	[0.032 gm.]
	Olei Carui ...	min. 1/4	[0.015 c.c.]

'Tabloid' Reduced Iron and Rhubarb Compound [B. W. & Co.]

R	Ferri Redacti ...	gr. 2	[0.13 gm.]
	Ext. Hyoscyami .	gr. 1	[0.065 gm.]
	Ext. Nucis Vomicae .	gr. 1/2	[0.032 gm.]
	Pil. Rhei Comp. ...	gr. 1	[0.065 gm.]
	Olei Carui ...	min. 1/4	[0.015 c.c.]

The formula of this product is similar to that of the preceding one, except that it contains, in addition, Pil. Rhei Comp., gr. 1. The two products may be administered together, the number of each being varied according to the need for aperient assistance.

'Tabloid' Sandal Wood Oil, min. 5 (0.296 c.c.), and min. 10 (0.592 c.c.), *in gelatin envelope* [B. W. & Co.]'Tabloid' Sodium Salicylate (*Physiologically Pure*), gr. 3 (0.194 gm.), and gr. 5 (0.324 gm.) [B. W. & Co.]'Tabloid' Sodium Salicylate (*Physiologically Pure*), gr. 5 (0.324 gm.), *Effervescent* [B. W. & Co.]
(See also page 55)

'Tabloid' Supra-renal Gland, gr. 5 (0.324 gm.) [B. W. & Co.]

'Tabloid' Tea [B. W. & Co.]

'Tabloid' Brand Tea provides the most convenient, portable and effective means of quickly preparing tea of uniform strength. 'Tabloid' Tea is issued in handsome metal pocket-cases containing sufficient for about 50 or 100 cups. A tin of 'Tabloid' Tea and a bottle of 'Saxin' for sweetening purposes may be conveniently carried in the waistcoat pocket.

'Tabloid' Tea (Special Blend) [B. W. & Co.]

A unique product of the very choicest varieties of tea. It affords an infusion distinguished for the richness of its fragrance, exceptionally pleasing to the palate, and possessing most delightfully refreshing properties.

'Tabloid' Thirst Quencher [^{M&W} B. W. & Co.]

A combination of sodium bicarbonate and tartaric acid agreeably flavoured with lemon and 'Saxin.'

'Tabloid' Three Bromides, *Effervescent* [^{M&W} B. W. & Co.]

R Potassii Bromidi	0.4 gm.
Sodii Bromidi	0.4 gm.
Ammonii Bromidi	0.2 gm.
Salis Effervescentis	q s.

(See also page 55)

'Tabloid' Thyroid Gland, gr. 1/2 (0.032 gm.); gr. 1-1/2 (0.097 gm.); gr. 2-1/2 (0.162 gm.); and gr. 5 (0.324 gm.) [^{M&W} B. W. & Co.]

This pioneer preparation of thyroid gland was introduced by B. W. & Co., the first pharmaceutical workers in this field. 'Tabloid' Thyroid Gland contains the whole substance of the thyroid gland. The various extractive substances on the market may partially represent the gland, but it has been found that no extract, nor any principle yet isolated, is of the same therapeutic value as the entire substance, and when using 'Tabloid' Thyroid Gland the medical man employs the whole substance of the carefully-selected healthy gland of the sheep. The products of Burroughs Wellcome & Co. have been employed in the greater number of the successful cases of thyroid treatment. 'Tabloid' Thyroid Gland is used exclusively by most of the great physiologists.

The most reliable
thyroid
preparation

(See *Thyroid Pamphlet*)

'Tabloid' Brand Tinctures [^{M&W} B. W. & Co.]

'Tabloid' Tinctures correspond in active principles to freshly-prepared fluid tinctures of full strength. Whereas the fluid tinctures deteriorate with age, 'Tabloid' Tinctures have been proved to be stable under the most trying climatic conditions.

The list includes 'Tabloid' products of the following tinctures:—Aconite, min. 1 (0.059 c.c.) and min. 5 (0.296 c.c.); Cinchona Compound; Digitalis; Nux Vomica, min. 5 (0.296 c.c.) and min. 10 (0.592 c.c.); Opium (Laudanum), min. 5 (0.296 c.c.) and min. 10 (0.592 c.c.); also

'Tabloid' Strophanthus Tincture, B.P., min. 5
(0.296 c.c.) [B. W. & Co.]

Reliable and convenient
'Tabloid' Strophanthus Tincture is a most widely prescribed preparation of strophanthus, and possesses the full therapeutic activity of the drug. For use in emergencies the 'Tabloid' product has immense advantages over the liquid preparation.

Also various other Tinctures issued under the 'Tabloid' Brand

'Tabloid' Tonic Compound [B. W. & Co.]

R	Ferri Pyrophosphatis	...	gr. 2	0.13 gm.
	Quinine Bisulphatis	...	gr. 1	0.065 gm.
	Strychninae Sulphatis		gr. 1/100	0.00065 gm.

(Plain or sugar-coated)

'Tabloid' Voice (Cocaine Co., Potassium Chlorate and Borax) [B. W. & Co.]

This product is small and easily retained in the mouth whilst singing or speaking. It imparts a clear and silvery tone to the voice, and enables the vocal chords to bear the strain of prolonged effort.

'Tabloid' 'Xaxa' (Trade Mark), (Acetyl-salicylic Acid), gr. 5 (0.324 gm.) [B. W. & Co.]

Presents perfectly pure acetyl-salicylic acid in a manner conducive to easy administration and satisfactory results. Contains no free salicylic acid.

'Tabloid' 'Xaxa' and 'Xaxaquin'
[B. W. & Co.]

R	'Xaxa'	gr. 3	0.194 gm.
	'Xaxaquin'	gr. 2	0.13 gm.

'Tabloid' 'Xaxaquin' (Trade Mark) (Quinine Acetyl-salicylate), gr. 3 (0.194 gm.) [B. W. & Co.]

'Xaxaquin' combines the specific properties of quinine and of the salicylates, without the disadvantages of the latter.

*Also a wide range of products issued under the
'Tabloid' Brand*

TRADE
MARK

'TABLOID' BRAND

HYPODERMIC PRODUCTS

[B. W. & Co.]

The word 'Tabloid' is a brand which designates fine products issued by Burroughs Wellcome & Co. To ensure the supply of these pure and reliable preparations, this brand should always be specified when prescribing or ordering.

In hypodermic medication the advantages of 'Tabloid' products are strikingly demonstrated.

A 'Tabloid' Hypodermic product, added to a suitable quantity of sterile water in the syringe barrel, quickly forms a solution which represents the stated quantity of drug in its fullest activity. The desired solution may be made in the syringe itself. 'Tabloid' Hypodermic products, by their perfect keeping qualities, obviate the necessity of using objectionable preservatives, such as phenol or salicylic acid. Unlike stock solutions, 'Tabloid' Hypodermic products retain their strength and are free from septic and irritating matter.

Superior to
stock
solutions

The desired solution may be made in the syringe itself. Draw about ten minims of sterile water into the syringe, remove the nozzle, and drop a 'Tabloid' Hypodermic product into the barrel (*Fig. 1*). Replace the nozzle. Still holding the syringe nozzle upward, press home the piston sufficiently to expel all air, then, putting a finger (sterilised, or covered with a piece of sterile rubber or aseptic lint) on the nozzle, draw down the piston so as to create a partial vacuum within the barrel (*Fig. 2*). Shake gently. Solution takes place almost immediately, without the loss of a trace of the drug. The needle is then fitted in

Immediate
solution
when required
for use

position on the nozzle (*Fig. 3*), and the injection may be carried out.



FIG. 1

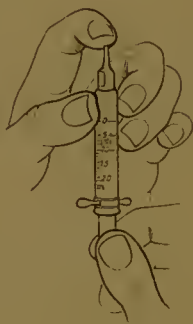


FIG. 2



FIG. 3

"They are very soluble and not at all irritating."— *Lancet*.

The following 'Tabloid' Brand Hypodermic products (amongst others) are exhibited:—

'Tabloid' Brand Hypodermic

Aconitine Nitrate, gr. $\frac{1}{640}$; Anaesthetic Compound, C; Apomorphine Hydrochloride, gr. $\frac{1}{20}$; gr. $\frac{1}{15}$; and gr. $\frac{1}{10}$; Atropine Sulphate, gr. $\frac{1}{100}$; Cocaine Hydrochloride, gr. $\frac{1}{4}$; Codeine Phosphate, gr. $\frac{1}{4}$; Cotarnine Hydrochloride, gr. $\frac{1}{4}$; Digitalin (Amorphous), gr. $\frac{1}{100}$; Ergotinine Citrate, gr. $\frac{1}{200}$ and gr. $\frac{1}{100}$; Ergotoxine, gr. $\frac{1}{100}$; Ergotoxine, gr. $\frac{1}{100}$, and Morphine Sulphate, gr. $\frac{1}{6}$; Ergotoxine, gr. $\frac{1}{100}$, and Strychnine Sulphate, gr. $\frac{1}{20}$; Eucaine Lactate, gr. 1; Hydrargyri Succinimidi, gr. $\frac{1}{5}$; Hyoscine Compound, A; Hyoscine Hydrobromide, gr. $\frac{1}{100}$; Morphine Hydrochloride, gr. $\frac{1}{6}$ and gr. $\frac{1}{2}$; Morphine Sulphate, gr. $\frac{1}{8}$, gr. $\frac{1}{4}$, gr. $\frac{1}{3}$, gr. $\frac{1}{2}$ and gr. 1; Morphine Sulphate, gr. 8, and Atropine Sulphate, gr. $\frac{1}{200}$; Morphine Sulphate, gr. $\frac{1}{6}$, and Atropine Sulphate, gr. $\frac{1}{180}$; Morphine Sulphate, gr. $\frac{1}{2}$, and Atropine Sulphate, gr. $\frac{1}{100}$; Pilocarpine Nitrate, gr. $\frac{1}{10}$, and gr. $\frac{1}{3}$; Potassium Permanganate, gr. 2; Quinine Bihydrochloride, gr. 1, gr. 3, and gr. 5; Sparteine Sulphate, gr. $\frac{1}{2}$; Strophanthin, gr. $\frac{1}{500}$; Strychnine Sulphate, gr. $\frac{1}{30}$; Trinitrin (*Nitroglycerin*), gr. $\frac{1}{100}$.

Also a wide range of Hypodermic products issued under the 'Tabloid' Brand.

TRADE
MARK

'TABLOID' BRAND OPHTHALMIC PRODUCTS

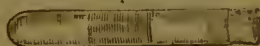
[¹¹¹ B. W. & Co.]

The word 'Tabloid' is a brand which designates fine products issued by Burroughs Wellcome & Co. To ensure the supply of these pure and reliable preparations, this brand should always be specified when ordering.

Extremely delicate in appearance, minute in size, and as thin as notepaper, 'Tabloid' Ophthalmic products are so freely and perfectly soluble that, when placed on the conjunctiva, the characteristic effect of the medicament is developed with great rapidity. They are of accurate weight and prepared with a perfectly innocuous basis.

An eminent Lecturer on Pharmacology reports :

"Owing to the decomposition which occurs, anyone who is in the habit of frequently prescribing cocaine will do well not to keep it in solution, but to use the small 'Tabloid' products."



Actual size of tube containing 25

The following 'Tabloid' Brand Ophthalmic Products (amongst others) are exhibited:—

'Tabloid' Brand Ophthalmic—

(T) Alum. gr. $1/250$; (EE) Argyrol, gr. $1/24$; (X) Atropine Sulphate, gr. $1/600$; (A) Atropine Sulphate, gr. $1/200$; (B) Atropine Hydrobromide, gr. $1/200$, and Cocaine Hydrochloride, gr. $1/200$; (C) Cocaine Hydrochloride, gr. $1/20$; (AA) Cocaine Hydrochloride, gr. $1/50$; (BB) Dionin, 0.0005 gramme; (Y) Euphthalmine Hydrochloride, gr. $1/40$; (Z) Fluorescein, gr. $1/250$; (CC) 'Hemisine' (*Trade Mark*) 0.0006 gm.; (H) Homatropine Hydrochloride, gr. $1/400$; (E) Homatropine Hydrochloride, gr. $1/40$; (O) Homatropine Hydrochloride, gr. $1/240$, and Cocaine Hydrochloride, gr. $1/24$; (W) Homatropine Hydrochloride, gr. $1/50$, and Cocaine Hydrochloride, gr. $1/50$; (U) Hyoscine Hydrobromide, gr. $1/600$; (F) Physostigmine Salicylate, gr. $1/600$; (G) Physostigmine Salicylate, gr. $1/500$; and Tropacocaine Hydrochloride, gr. $1/100$; (K) Pilocarpine Nitrate gr. $1/400$; (M) Pilocarpine Nitrate, gr. $1/500$, and Cocaine Hydrochloride, gr. $1/200$; (L) Tropacocaine Hydrochloride, gr. $1/30$; (R) Zinc Sulphate, gr. $1/250$

Also various other Ophthalmic products issued under the 'Tabloid' Brand.

TRADE
MARK

'SOLOID' BRAND PRODUCTS

[B. W. & Co.]



The word 'Soloid' is a brand which designates fine products issued by Burroughs Wellcome & Co. To ensure the supply of these pure and reliable preparations, this brand should always be specified when ordering.

The series of 'Soloid' Brand products provides portable and reliable antiseptics, astringents and anæsthetics; also the means of accurately and conveniently preparing stains for microscopic

Accurate,
reliable and
convenient



work, and test solutions for water, sewage or urine analysis. In some cases (those of potent poisons used for antiseptic purposes) they are distinguished from drugs intended for internal administration by the addition of a harmless artificial colour, which is communicated to the fluid in which the 'Soloid' product is dissolved, and thus forms an additional safeguard.

The following 'Soloid' Brand products (amongst others) are exhibited:—

'Soloid' Black Mercurial Lotion [B. W. & Co.]

One, powdered and shaken with one fluid ounce of water, makes a lotion corresponding to *Lotio Hydrargyri Nigra*, P.B.

'Soloid' Carbolic Acid (Phenol), gr. 5 (0·324 gm.):
gr. 20 (1·296 gm.); and gr. 60 (3·89 gm.)
[B. W. & Co.]

'Soloid' Cocaine Hydrochloride, gr. 1·2 (0·032 gm.):
gr. 1 (0·065 gm.); and gr. 5 (0·324 gm.)
[B. W. & Co.]

'Soloid' Corrosive Sublimate, gr. 1·75 (0·113 gm.):
gr. 8·75 (0·567 gm.); gr. 17·5 (1·134 gm.):
0·5 gm.; and 1 gm. [B. W. & Co.]

'Soloid' Eucaïne Hydrochloride, gr. 1 (0·065 gm.), and
gr. 5 (0·324 gm.) [B. W. & Co.]

'Soloid' Eucaïne Lactate, gr. 1 (0.065 gm.), and gr. 5 (0.324 gm.) [³³ B. W. & Co.]

Eucaïne Lactate is extremely soluble, 20 per cent. solutions being readily made with cold water.

'Soloid' 'Hemisine' (*Trade Mark*), 0.0012 gm., (approx. gr. 1/50), and 0.005 gm. (approx. 1/12) [³³ B. W. & Co.]

'Soloid' 'Hemisine' presents the active principle of the medulla of the supra-renal gland in a dry, stable, soluble and convenient form.

Being physiologically standardised, it is constant in composition and reliable in action.

'Soloid' products of 'Hemisine' with Atropine and Eucaïne are also issued.

(See 'Hemisine' Booklet)

'Soloid' Mercuric Potassium Iodide, gr. 1.75 (0.113 gm.); gr. 4.37 (0.283 gm.); and gr. 8.75 (0.567 gm.) [³³ B. W. & Co.]

'Soloid' Nasal, Phenol Compound

[³³ B. W. & Co]

R	Sodii Bicarbonatis	...	gr. 12	[0.778 gm.]
	Acidi Carbolici	..	gr. 1-1/2	[0.097 gm.]
	Sodii Chloridi	...	gr. 2	[0.13 gm.]

'Soloid' 'Nizin' (*Trade Mark*), gr. 2 (0.13 gm.) and gr. 20 (1.296 gm.) [³³ B. W. & Co.]

'Nizin,' a zinc salt of sulphanilic acid, is a new product which possesses distinct advantages. It is a valuable antiseptic, readily soluble in water, and, in the strength of the solution in which it is recommended for use, is non-irritating and non-toxic.

'Soloid' Zinc Sulphocarbolate, gr. 2 (0.13 gm.), and gr. 10 (0.648 gm.) [³³ B. W. & Co.]

Purity of composition, accurate weight and ready solubility commend this product for employment where zinc sulphocarbolate is prescribed.

*Also a wide range of products issued under the
'Soloid' Brand*

TRADE
MARK'SOLOID' BRAND PRODUCTS FOR
TESTING PURPOSES

[B. W. & Co.]

The accuracy, convenience, portability and permanence of 'Soloid' products for testing purposes, combined with the exceptional quality of their constituents, have established for them a unique reputation for superiority and reliability.

For Urine Analysis:—'SOLOID' Citric Acid, gr. 1; Fehling's Test; Indigo Test for Sugar (*Sodium Nitrophenyl-propionate*), gr. 1/4; Picric Acid, gr. 1; Potassium Ferrocyanide, gr. 1; Salicyl-sulphonic Acid, gr. 2.

For Water Analysis:—'SOLOID' Ammonium Chloride, 0.00016 gm.; Lead Acetate, 0.0184 gm.; Meta-phenylenediamine Sulphate, 0.01 gm.; Nessler's Solution, 0.5 c.c. and 2.0 c.c.; Oxalic Acid, 0.1 gm.; Potassium Chromate, 0.0065 gm.; Potassium Ferrocyanide, 0.013 gm.; Potassium Iodide and Starch; Potassium Nitrate, 0.00144 gm.; Potassium Permanganate, 0.00395 gm.; Silver Nitrate, 0.0097 gm.; Soap; Sodium Acid Sulphate, 0.324 gm.; Zinc Dust, 0.13 gm.; Zinc Sulphide, 0.25 gm.

For Sewage Analysis:—'SOLOID' Oxalic Acid, 0.0079 gm.; Potassium Permanganate, 0.00395 gm.; Pyrogalllic Acid, 0.032 gm.; Sodium Hydroxide, 0.13 gm.

TRADE
MARK'SOLOID' BRAND TEST
INDICATORS

[B. W. & Co.]

The list of 'Soloid' Brand Test Indicators comprises those used in the ordinary course of volumetric analysis. Each product marked * dissolves with remarkable rapidity, and makes 10 c.c. of a fresh solution which gives sharply-defined indications of the termination of reactions.

'SOLOID' *Indigo-Carmine; *Lacmoid; *Methyl-Orange; *Phenolphthalein; *Rosolic Acid; Starch, 0.5 gm.

TRADE
MARK'SOLOID' BRAND MICROSCOPIC
STAINS

[B. W. & Co.]

The word 'Soloid' is a brand which designates fine products issued by Burroughs Wellcome & Co. To ensure the supply of these pure and reliable preparations, this brand should always be specified when ordering.

Owing to the extremely delicate nature of the operations involved in microscopical examinations, it is imperative that there should be no lack of efficiency in the materials employed. The prone-
ness to deterioration which ordinary staining solutions exhibit is frequently the cause of a feeling of uncertainty when they are used.

Technique
facilitated.
Correctness
assured

By the excellence of their keeping qualities and their reliability in action, 'Soloid' Microscopic Stains, while considerably facilitating technique, contribute largely to correctness of results in microscopy.

For full particulars regarding the Preparation of Staining Solutions, Preparation of Specimens, and Methods of Staining, see special booklet.

The following 'Soloid' Brand Microscopic products, amongst others, are exhibited:—

'SOLOID' Bismarck Brown, pure, 0.1 gm.; Borax Methylene Blue; Ehrlich Triple Stain; Eosin, pure, 0.1 gm.; Eosin-Azur (for Giemsa staining with one solution), 0.015 gm.; Eosin-Methylene Blue (Louis Jenner's stain), 0.05 gm.; Fuchsin (Basic), pure, 0.1 gm.; Gentian Violet, pure, 0.1 gm.; Gram's Iodine Solution, 15 c.c.; Haematoxylin (DeLafield); Haematoxylin, pure, 0.1 gm.; Methyl Violet, pure, 0.1 gm.; Methylene Blue, pure, 0.1 gm.; Romanowsky Stain (Leishman's Powder), 0.015 gm.; Romanowsky Stain (Wright's Modification), 0.05 gm.; Sodium Carbonate, 0.05 gm.; Thionin Blue, pure, 0.1 gm.; Toison Blood Fluid.

Also a wide range of products issued under the 'Soloid' Brand

ANALYSIS CASES

'SOLOID' BRAND

[B. W. & Co.]

Special Designs, the property of Burroughs Wellcome & Co.

The word 'Soloid' is a brand which designates fine products issued by Burroughs Wellcome & Co. This brand should always be specified when ordering.

NO. 500. 'SOLOID' BRAND WATER ANALYSIS
CASE (*Registered*)

Analysis
instantly
at source

This convenient hand-case supplies the apparatus, reagents, etc., necessary for examining samples of water at the source of supply, and for drawing up the usual reports concerning the suitability of the water for domestic purposes.

Measurements, $12\frac{1}{2} \times 10\frac{1}{2} \times 4\frac{3}{4}$ in. It contains a nickel evaporat-



ing dish, Erlenmeyer flask, tripod, spirit lamp, 100 c.c. and other graduated cylinders, capsules of 'Soloid' Nessler's Solution, 'Soloid' Brand products of Meta-phenylenediamine Sulphate, Potassium Chromate, Potassium Ferrocyanide, Potassium Permanganate, Silver Nitrate, Soap, Sodium Acid Sulphate, Zinc Dust, etc.

NO. 500. 'SOLOID' BRAND WATER
ANALYSIS CASE

For fuller particulars of these and other examples, see General
Price List

NO. 502. 'SOLOID' BRAND WATER AND SEWAGE ANALYSIS CASE (*Registered*)

This is a most portable case, containing chemicals and apparatus enabling the analyst to determine the degree of purity of drinking waters, and, by the suitable distillatory apparatus, to estimate the free ammonia in water or in sewage. The degree of oxygenation of sewage effluents also can readily be ascertained.

Special report forms are included in the case. The front page of each form is used for the analytical result, and the fly-leaf for the report based on the analysis.

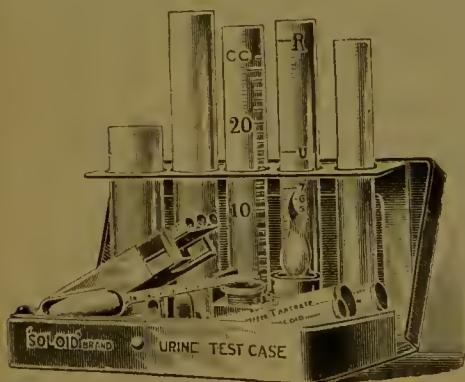
NO. 510. 'SOLOID' BRAND URINE TEST CASE (*Registered*)

The clinical importance of urine analysis is fully recognised. This case provides, in a most compact and convenient form, all the requirements for making an examination of urine at the bedside.

Analysis at
the bedside

In polished nickel-plated metal, easily kept aseptic. It contains a complete set of materials for making an examination of

urine, both qualitative and quantitative, for albumin, sugar, etc. The outfit includes a urinometer, Esbach's albuminometer, a graduated measure, pipette, test-tubes and stand, test papers, spirit lamp, analysis charts, and a good supply of the ever-ready 'Soloid' reagents, including Fehling's Test, Indigo Test, Picric Acid, Potassium



NO. 510. 'SOLOID' BRAND URINE TEST CASE

Measurements, $5\frac{3}{4} \times 2\frac{3}{4} \times 1\frac{1}{4}$ in

Ferrocyanide and Citric Acid. Each portion of the apparatus can also be obtained separately. Complete in doeskin cover.

BACTERIOLOGICAL CASE

'SOLOID' BRAND

[^{ESTD} B. W. & Co.]

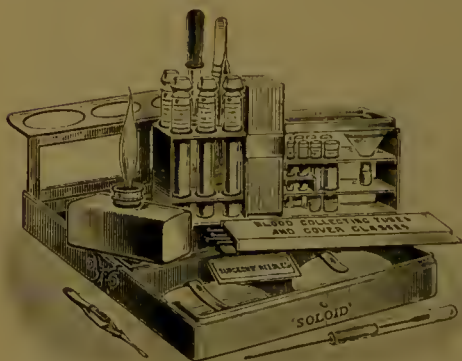
Special Design, the property of Burroughs Wellcome & Co.

The word 'Soloid' is a brand which designates fine products issued by Burroughs Wellcome & Co. This brand should always be specified when ordering.

NO. 505. 'SOLOID' BRAND BACTERIOLOGICAL CASE (*Registered*)

This case enables medical men to carry out examinations that formerly were usually submitted to laboratory workers. Owing to its small size and light weight it can readily be carried in the pocket to the patient's bedside, to obtain a blood specimen or a throat swab.

Made of polished metal, easily kept aseptic, and fitted with



NO. 505. 'SOLOID' BRAND BACTERIOLOGICAL CASE

Measurements $5 \times 3\frac{1}{2} \times 1\frac{1}{2}$ in

three stoppered bottles, containing methyl alcohol, dr. $1\frac{1}{2}$; absolute alcohol, dr. $1\frac{1}{2}$; distilled water, dr. $1\frac{1}{2}$; a rod-stoppered bottle of Canada balsam, a graduated pipette, two forceps, twelve microscopic slides, a spirit lamp, a glass funnel, two watch-glasses, a metal case of needles (straight No. 9), a packet of filter papers, a supply of blood-collecting pipettes, fifty cover-slips, a glass rod for powdering microscopic stains, etc., a sterile swab, a tube each of the following 'Soloid' stains—Eosin, Methyl Violet, Fuchsin, Romanowsky Stain, Eosin-Methylene Blue, Methylene Blue, Hamatoxylin (DeLaheld), Toison Blood Fluid.

three stoppered bottles, containing methyl alcohol, dr. $1\frac{1}{2}$; absolute alcohol, dr. $1\frac{1}{2}$; distilled water, dr. $1\frac{1}{2}$; a rod-stoppered bottle of Canada balsam, a graduated pipette, two forceps, twelve microscopic slides, a spirit lamp, a glass funnel, two watch-glasses, a metal case of needles (straight No. 9), a packet of filter papers, a supply of blood-collecting pipettes, fifty

TRADE
MARK

'ERNUTIN' BRAND PRODUCTS

[B. W. & Co.]

'Ernutin' products are the result of extensive researches in the Wellcome Physiological Research Laboratories. They present the active therapeutic principles of ergot, chief of which is the alkaloid ergotoxine, in a state of purity which up to the present has never been approached. Their uniform potency is ensured by physiological standardisation.

'Ernutin'—For oral administration [B. W. & Co.]

'Ernutin' (Hypodermic) [B. W. & Co.]

For hypodermic and intramuscular injection.

(See also '*Ernutin*' Booklet)

TRADE
MARK

'HEMISINE' BRAND PRODUCTS

[B. W. & Co.]

The active principle of the medulla of the suprarenal gland has been prepared in varying degrees of purity and issued under various names. The first to isolate it were Abel & Crawford, of the Johns Hopkins University, who designated it Epinephrine. 'Hemisine' is a brand named which denotes preparations of the active principle issued by Burroughs Wellcome & Co. 'Hemisine' preparations are the result of continued experiment and research and are standardised by observation of their effects on the blood-pressure so as to ensure supreme and uniform activity. They are unique in stability and freedom from irritant properties.

'Hemisine' (1 in 1000) [B. W. & Co.]


Is suitable for internal administration or local application. Issued in 5 c.c. and 10 c.c. glass-stoppered bottles with supplies of 'Soloid' Sodium Chloride, 0.17 gm., for the preparation of normal saline solution for use as a diluent.

See also 'Vaporole' 'Hemisine,' page 79; 'Tabloid' 'Hemisine,' page 56; 'Soloid' 'Hemisine,' page 67; 'Tabloid' 'Ophthalmic' 'Hemisine,' page 65; and 'Enule' 'Hemisine,' page 75.

TRADE
MARK

'NIZIN' BRAND PRODUCTS


Many antiseptics in common use have undesirable properties; their application causes local irritation, whilst general toxic symptoms may follow their absorption.

 'Nizin,' a zinc salt of sulphanilic acid, is a new product which possesses distinct advantages. It is a valuable antiseptic, readily soluble in water, and, in the strength of the solution which is recommended for use, is non-irritating and non-toxic.

'Soloid' 'Nizin,' gr. 2, gr. 20 and 0.15 gm.

[ B. W. & Co.]

Affords a ready and convenient means of preparing fresh solutions for injections and eye-lotions.

'Nizin' [ B. W. & Co.]

Is also supplied in 1 oz., 4 oz. and 16 oz. bottles.


TRADE
MARK

'ALAXA' BRAND PRODUCTS

[ B. W. & Co.]

The word 'Alaxa' is a brand which designates fine products issued by Burroughs Wellcome & Co. This brand should always be specified when ordering.

'Alaxa' Brand Products provide pure, palatable and reliable preparations.

'Alaxa' Aromatic Liqueur of Cascara Sagrada
(Trade Mark) [ B. W. & Co.]


An aromatic liqueur which presents in a pleasant, acceptable condition, the tonic laxative properties of true cascara sagrada.

Also various other products issued under the 'Alaxa' Brand

TRADE
MARK

'ENULE' BRAND RECTAL

SUPPOSITORIES

[ B. W. & Co.]

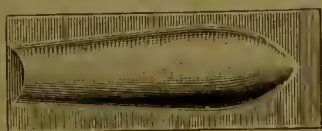
The word 'Enule' is a brand which designates fine products issued by Burroughs Wellcome & Co. This brand should always be specified when ordering.

The 'Enule' Brand Suppositories (originated and introduced by Burroughs Wellcome & Co.)

possess conspicuous advantages over the ordinary forms. They contain accurate doses of pure drugs and are encased in sheaths of pure tinfoil, easily stripped off at the moment of using.

Insertion easy.
Retention certain

'Enule' Suppositories are easy to administer, cleanly and comfortable in use, and are retained with certainty. Before introduction, they preserve their shape and consistence, and are convenient to handle; in the rectum, the active constituents are liberated at the normal temperature, and produce a continuous uniform effect.



'Enule' Brand Rectal Suppository showing sheath of pure tinfoil

The following amongst other 'Enule' Brand products are exhibited:—

'Enule' Belladonna Extract, gr. 1/4, gr. 1/2 and gr. 1; Gall and Opium; Glycerin (Anhydrous) 95%, Children's and Adults' sizes; 'Hazeline' Compound, 'Hemisine,' 0.001 gm.; Lead and Opium; Meat (Predigested); Milk (Predigested); Morphine Hydrochloride, gr. 1/4, gr. 1/2 and gr. 1; Santonin, gr. 3; Soap Compound, etc.

TRADE MARK 'HAZELINE' BRAND PREPARATIONS

[B. W. & Co.]

The word 'Hazeline' is a brand which designates fine products issued by Burroughs Wellcome & Co. To ensure the supply of these pure and reliable preparations, this brand should always be specified when ordering.


'Hazeline' Brand Witch Hazel [B. W. & Co.]

'Hazeline' Brand Witch Hazel is prepared from the fresh young twigs of the shrub. It is a transparent, colourless fluid, possessing powerful astringent, styptic and anodyne properties. Free from colouring matter and inert extractive, it is much more cleanly in use and more active than ordinary preparations of witch hazel. In addition to being used externally, it is administered internally, and is also successfully employed as an injection. Its unique therapeutic value has been proved by long experience.



The premier preparation of witch hazel

“ ‘Hazeline’ Snow ” [B. W. & Co.] (Trade Mark)



“ ‘Hazeline’ Snow ” is a distinctive preparation containing a high percentage of ‘Hazeline.’ Prepared specially for application to the skin, it is rapidly absorbed, leaving no trace of greasiness. It renders the skin soft and smooth, and removes roughness and redness. More hygienic than toilet powders, “ ‘Hazeline’ Snow ” forms a valuable application in relaxed conditions of the skin, especially after social functions in crowded rooms. Soothing and refreshing, it is very beneficial after all forms of exercise. After shaving it is excellent, immediately dispelling any irritation caused by soap or razor.

The unique
non-greasy
emollient

‘Hazeline’ Cream [B. W. & Co.] (Trade Mark)

‘Hazeline’ Cream combines the styptic, anodyne and cooling properties of ‘Hazeline,’ with the penetrating and softening qualities of ‘Dartring’ Lanoline. It is ideal as a dressing for the skin, and is of special value in the treatment of burns and scalds. Its regular application materially aids the maintenance of a healthy state of the skin.

Ideal dressing
for the skin

TRADE MARK ‘BIVO’ BRAND PRODUCTS

[B. W. & Co.]

The word ‘Bivo’ is a brand which designates fine products issued by Burroughs Wellcome & Co. To ensure the supply of these pure and reliable preparations, this brand should always be specified when ordering.

Pure and highly-concentrated dietetic preparations.

‘Bivo’ Beef and Iron Wine [B. W. & Co.] (Trade Mark)

A pure detannated wine, each table spoonful of which contains, in an agreeable and highly-concentrated condition, the stimulating principles of fresh beef, with the equivalent of half-a-grain of iron, in a readily assimilable state. It is largely employed as a general tonic to improve the appetite and increase strength during convalescence.

Stimulant
and
restorative

Also various other products issued under the ‘Bivo’ Brand

TRADE MARK 'BOROFAX' BRAND BORIC ACID
OINTMENT

[^{SEE}_{LIST} B. W. & Co.]

An emollient, antiseptic and sedative dressing of great value

TRADE MARK 'PHENOFAX' BRAND CARBOLIC
ACID OINTMENT

[^{SEE}_{LIST} B. W. & Co.]

'Phenofax' Carbolic Acid Ointment is an antiseptic dressing which presents 4 per cent. of pure phenol in a bland basis, and is notable for its sedative effect on the skin and mucous surfaces. It disinfects, allays pain and encourages granulation.

TRADE MARK 'OPA' BRAND PRODUCTS

[^{SEE}_{LIST} B. W. & Co.]

'Opa' Liquid Dentifrice is a combination of aromatic antiseptics of exceptional value. Delightfully cleansing and fragrant, 'Opa' Liquid Dentifrice purifies and sweetens the whole cavity of the mouth. It preserves and restores the natural whiteness of the teeth, while it exerts no deleterious action whatever on the enamel.

Also various other products issued under the 'Opa' Brand

TRADE MARK 'VALOID' BRAND PRODUCTS

[^{SEE}_{LIST} B. W. & Co.]

The word 'Valoid' is a brand which designates fine products issued by Burroughs Wellcome & Co. To ensure the supply of these pure and reliable preparations, this brand should always be specified when ordering.

Extracts of standard strength, for making tinctures, syrups and other preparations. One part of 'Valoid' extract equals one part of pure drug.

'Valoid' Aromatic Cascara Sagrada

[^{SEE}_{LIST} B. W. & Co.]

'Valoid' Ergot [^{SEE}_{LIST} B. W. & Co.]

Also various other products issued under the 'Valoid' Brand

TRADE MARK 'VALULE' BRAND PRODUCTS

[^{off} B. W. & Co.]



The word 'Valule' is a brand which designates fine products issued by Burroughs Wellcome & Co. To ensure the supply of these pure and reliable preparations, this brand should always be specified when ordering.

Products for the easy administration of accurate doses of medicaments.

'Valule' Bone Medulla, gr. 5 (0.324 gm.)

[^{off} B. W. & Co.]

Also various other products issued under the 'Valule' Brand

TRADE MARK 'VANA' BRAND PRODUCTS

[^{off} B. W. & Co.]

'Vana' Tonic Wine is a scientific combination presenting calcium glycerophosphate and the alkaloids of cinchona bark in a pure wine of excellent quality. It possesses the advantage of being readily digested and assimilated by those who experience unpleasant after-effects from the administration of quinine. 'Vana' Tonic Wine restores strength and promotes a healthy appetite, whilst it dispels lassitude, overcomes depression and increases the capacity for mental and muscular effort.

An ideal
vitalising
tonic

Also various other products issued under the 'Vana' Brand

TRADE MARK 'VAPOROLE' BRAND PRODUCTS

[^{off} B. W. & Co.]

The word 'Vaporole' is a brand which designates fine products issued by Burroughs Wellcome & Co. To ensure the supply of these pure and reliable preparations, this brand should always be specified when ordering.

'Vaporole' products contain medicaments for inhalation, fumigation, injection, etc. Those which are intended for inhalation and fumigation are issued in friable glass capsules enclosed in silken sacs.

'Vaporole' Amyl Nitrite [^{off} B. W. & Co.]

Min. 3 (0.178 c.c.) and min. 5 (0.296 c.c.) for inhalation.

'Vaporole' 'Hemisine' (1 in 1000) [B. W. & Co.]

'Vaporole' 'Hemisine,' which is issued in hermetically-sealed phials each containing 0.5 c.c. of 'Hemisine' solution 1 in 1000, was introduced to enable physicians and surgeons to conveniently prepare small quantities of sterile 'Hemisine' solutions of definite strength. The very gratifying reception which it has been accorded confirms its eminent suitability.

'Vaporole' Iron and Arsenic Solution, Sterilised [B. W. & Co.]

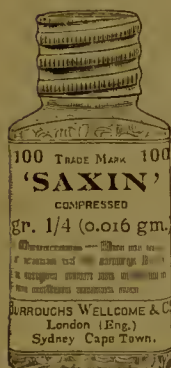
R	Ferri Citratis Viridis	0.05 gm.
	Sodii Arsenatis	0.002 gm.
	Aquam	ad 1.0 c.c.

For hypodermic injection.

Also various other products issued under the 'Vaporole' Brand

TRADE MARK 'SAXIN,' gr. 1/4 (0.016 gm.)

[B. W. & Co.]



Actual size

'Saxin' is a delightful sweetening agent about 600 times sweeter than sugar, and is extremely delicate and pleasing in flavour. It has been aptly termed "the sweetest thing on earth." It undergoes no change in the system, and is therefore of value in many conditions where sugar is contra-indicated. Each gr. 1/4 is equivalent to a lump of best loaf sugar, and in that ratio may be used to sweeten tea, coffee, cocoa, etc.

"The sweetest thing on earth"

MENTHOL SNUFF, COMPOUND (B. W. & Co.)

Compound Menthol Snuff (B. W. & Co.) is an effective and convenient combination of menthol, ammonium chloride, camphor, bismuth oxychloride and lycopodium with 1/3 per cent. of eucaine lactate. It possesses marked local anæsthetic, stimulant and antiseptic properties.

TRADE MARK 'TABLOID' BRAND
 PLEATED COMPRESSED DRESSINGS
 [B. W. & Co.]

Pleated Compressed Dressings were originated and introduced by Burroughs Wellcome & Co.



Diagram representing showing relative bulk of an ordinary roll of a Tabloid Bandage, each 6 yds. \times 4 in.

'Tabloid' Pleated Compressed Dressings provide surgical accessories which are superior in every particular to the ordinary varieties. They are convenient and compact for storing or transport, and are packed in such a way that they are protected from becoming soiled or contaminated. The antiseptic dressings are specially noteworthy for the evenness with which they are charged with medicament.

Uniformly
medicated

All 'Tabloid' Dressings may be obtained *sterilised* if desired—another important advance originated by Burroughs Wellcome & Co.

Special attention is directed to the new packings of 'Tabloid' Pleated Compressed Gauzes. The box is so arranged that any required quantity of the gauze may be readily abstracted without the necessity of opening a complete side or end of the box. This is effected by means of a slot which may be uncovered or covered instantaneously by raising or lowering a small flap.

The following 'Tabloid' Brand Dressings, amongst others, are exhibited :—

'TABLOID' PLEATED COMPRESSED BANDAGES, Open-Wove, Flannel, Triangular.

'TABLOID' PLEATED COMPRESSED GAUZES, Boric, Double Cyanide (3°/o), Iodoform, Sal Alembroth.

'TABLOID' PLEATED COMPRESSED LINT, Plain, Boric, Carbolised.

'TABLOID' PLEATED COMPRESSED TOW, Carbolised.

'TABLOID' PLEATED COMPRESSED WOOL. Absorbent, Boric, Double Cyanide (3°/o)

Also other pleated compressed dressings issued under the 'Tabloid' Brand

TRADE MARK 'TABLOID' BRAND

PLEATED COMPRESSED

SANITARY TOWELS

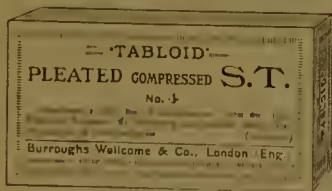
[²⁴ B. W. & Co.]

Pleated Compressed Sanitary Towels were originated and introduced by Burroughs Wellcome & Co.

'Tabloid' Pleated Compressed Sanitary Towels possess many points of superiority over ordinary sanitary towels. The materials from which they are made are of exceptional quality and are specially adapted for the purpose.

Their highly absorbent properties render them very efficient, while the delicate texture of their surface

Exceptional
quality.
Extreme
compactness



'Tabloid' Sanitary Towel, No 4
Half size

ensures perfect freedom from the slightest feeling of discomfort. They are particularly convenient when travelling. Extreme compactness is secured by compression,

and perfect cleanliness is ensured by the method of packing. They are made in five sizes.

TRADE MARK 'ELIXOID' BRAND PRODUCTS
[^{III} B. W. & Co.]

The word 'Elixoid' is a brand which designates fine products issued by Burroughs Wellcome & Co. This brand should always be specified when ordering.

Agreeably flavoured, elegant and acceptable fluid preparations of drugs, etc.

'Elixoid' Ammonium Valerianate [^{III} B. W. & Co.]

'Elixoid' Formates Compound [^{III} B. W. & Co.]

Each fluid ounce contains: calcium formate, gr. 12 (0.778 gm.); sodium formate, gr. 6 (0.389 gm.); and magnesium formate, gr. 6 (0.389 gm.)

'Elixoid' Pine Tar Compound [^{III} B. W. & Co.]

A pleasantly flavoured preparation, containing tar. 'Pinol,' terpin hydrate, virginian prune, tolu and ipecacuanha, in a convenient and acceptable form.

Also various other products issued under the 'Elixoid' Brand

VETERINARY PRODUCTS

TRADE MARK 'TABLOID' AND TRADE MARK 'SOLOID' BRANDS
[^{III} B. W. & Co.]

The words 'Tabloid' and 'Soloid' are brands which designate fine products issued by Burroughs Wellcome & Co. To ensure the supply of these pure and reliable preparations, these brands should always be specified when prescribing or ordering.

The introduction of 'Tabloid' and 'Soloid' products for hypodermic and ophthalmic work in veterinary practice has been most favourably received. Unlike ready-made solutions, they contain no irritating preservatives; they are easily carried; they eliminate all risks of error in dosage and they will keep for a great length of time. The list includes a full range of drugs in suitable strengths for veterinary hypodermic and ophthalmic use.

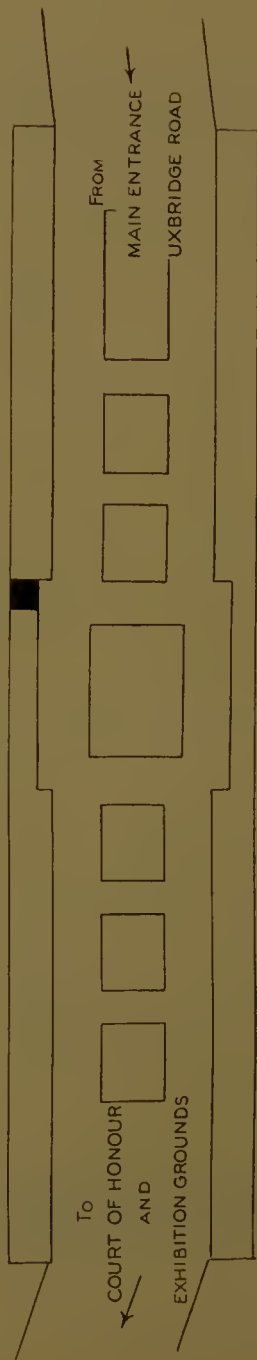
Precise
accuracy
of dosage

Full list and details on request



EXHIBIT OF 'KEPLER' MALT PRODUCTS
British Alimentation Building
Alimentation Section
Exhibit No. 64

EXHIBIT OF
'KEPLER' MALT PRODUCTS
BURROUGHS WELLCOME & CO



BRITISH ALIMENTATION BUILDING

KEY PLAN SHOWING POSITION OF 'KEPLER' MALT PRODUCTS EXHIBIT IN BRITISH ALIMENTATION BUILDING

'KEPLER' MALT PRODUCTS EXHIBIT

Location—British Alimentation Building

Section—Alimentation

Exhibit No. 64

TRADE
MARK

'KEPLER' MALT PRODUCTS

[of B. W. & Co.]

The word 'Kepler' is a brand which designates fine products issued by Burroughs Wellcome & Co. This brand should always be specified when ordering.

'Kepler' Malt Products are issued in bottles of special design, fitted with a cork-lined metal lid.



Fig. 1. Showing cap secured by fixing-band

The shape of the bottle has been improved in two directions. The mouth and neck of the bottle are sufficiently wide to admit of the introduction of a dessertspoon, and the shoulders are so shaped as to allow of the contents being easily and completely extracted.

The metal cap is kept in position by an encircling metal band. This band, which fits closely around the thickened rim of the mouth of the bottle and overlaps the lid, is secured by a metal clip (*see Fig. 1*) It can be removed simply by raising the metal clip and freeing the end of the band (*see Fig. 2*). When the metal band is removed, the bottle is seen to be fitted with a cork-lined metal lid, which is free from the various objections associated with ordinary corked bottles. The advantages of this arrangement are obvious. No cork-screw is required; the covering is always entire, does not undergo damage, and, when replaced, acts as efficiently as before removal; it is also more cleanly, and can be removed and replaced at a moment's notice.



Fig. 2. Showing fixing band partly removed

'Kepler' Malt Extract provides in a concentrated, palatable and digestible form, those constituents essential for replacing tissue waste. Prepared only from the finest winter-malted barley, it retains the full nutritive and diastatic power of the malt, while it is

rich in albuminoids, maltose and phosphates. All non-nutritious constituents are eliminated

from 'Kepler' Malt Extract. It has therefore a very high food value, since it contains a maximum of nutritive material presented in a form which ensures ready assimilation, even when the functions of digestion and absorption are impaired.



Fig. 3. Showing cork lined lid raised

'Kepler' Malt Extract with Beef and Iron

[J. B. W. & Co.]

'Kepler' Malt Extract with Cascara Sagrada

[J. B. W. & Co.]

Each fluid ounce contains extract of cascara sagrada, gr. 6 (0.389 gm.)

'Kepler' Malt Extract with Chemical Food (Phosphates Compound) [J. B. W. & Co.]

Each fluid ounce contains: iron phosphate, gr. 2 (0.13 gm.); calcium phosphate, gr. 3 (0.194 gm.); sodium phosphate, gr. 1/4 (0.016 gm.); and potassium phosphate, gr. 1/4 (0.016 gm.)

'Kepler' Malt Extract with Hæmoglobin

[J. B. W. & Co.]

The hæmoglobin used in this product is exceptionally pure and soluble. 'Kepler' Malt Extract is a highly nutritious and easily digested food, and the incorporation of soluble hæmoglobin promotes complete absorption of the organic iron without digestive disturbance.

'Kepler' Malt Extract with Hypophosphites

[³³ B. W. & Co.]

Each fluid ounce contains: calcium hypophosphite, gr. 8 (0.518 gm.); potassium hypophosphite, gr. 4 (0.259 gm.); and sodium hypophosphite, gr. 4 (0.259 gm.)

'Kepler' Malt Extract with Iron [³³ B. W. & Co.]

Each fluid ounce contains soluble iron pyrophosphate, gr. 4 (0.259 gm.)

'Kepler' Malt Extract with Iron and Quinine Citrate [³³ B. W. & Co.]

Each fluid ounce contains iron and quinine citrate, gr. $7\frac{1}{2}$ (0.486 gm.)

'Kepler' Malt Extract with Iron Iodide

[³³ B. W. & Co.]

Each fluid ounce contains iron iodide, gr. 2 (0.13 gm.)

'Kepler' Malt Extract with Iron, Quinine and Strychnine (*Easton*) [³³ B. W. & Co.]

Each fluid ounce contains: iron phosphate, gr. $\frac{1}{2}$ (0.032 gm.); quinine phosphate, gr. $\frac{3}{8}$ (0.024 gm.); and strychnine phosphate, gr. $\frac{1}{64}$ (0.001 gm.)

'Kepler' Malt Extract with Pepsin [³³ B. W. & Co.]

Each fluid ounce contains pure pepsin, gr. 4 (0.259 gm.)

'Kepler' Malt Extract with Pepsin and Pancreatin

[³³ B. W. & Co.]

Each fluid ounce contains pure pepsin and pure pancreatin, of each gr. 4 (0.259 gm.)

'Kepler' Malt Extract with Phosphorus

[³³ B. W. & Co.]

Each fluid ounce contains pure phosphorus, gr. $\frac{1}{64}$ (0.001 gm.)

'Kepler' Solution (of Cod Liver Oil in Malt Extract) [J. B. W. & Co.]

'Kepler' Solution is an intimate incorporation of the finest cod liver oil with 'Kepler' Malt Extract. In addition to a large proportion of assimilable fat, it contains nitrogenous constituents, which are compensatory of tissue-waste and force expenditure; maltose, which aids digestion, and is restorative and nutritious; dextrins, which are also nutrient; and the natural phosphates, which are alteratives and vitalising foods for bone, brain and muscle.

Digestive,
nutritive and
restorative



Greatly Relieved

Palatable and easily digested, it is the ideal fat-food for thin, delicate children and convalescents.

(See also 'Kepler' Booklet)

'Kepler' Solution with Chemical Food (Phosphates Compound) [J. B. W. & Co.]

Each fluid ounce contains: iron phosphate, gr. 2 (0.13 gm.); calcium phosphate, gr. 3 (0.194 gm.); sodium phosphate, gr. 1/4 (0.016 gm.); and potassium phosphate, gr. 1/4 (0.016 gm.)

'Kepler' Solution with Hypophosphites

[J. B. W. & Co.]

Each fluid ounce contains: calcium hypophosphite, gr. 4 (0.259 gm.); potassium hypophosphite, gr. 2 (0.13 gm.); and sodium hypophosphite, gr. 2 (0.13 gm.)

'Kepler' Solution with Iron Iodide [J. B. W. & Co.]

Each fluid ounce contains iron iodide, gr. 2 (0.13 gm.)

'Kepler' Solution with Phosphorus

[J. B. W. & Co.]

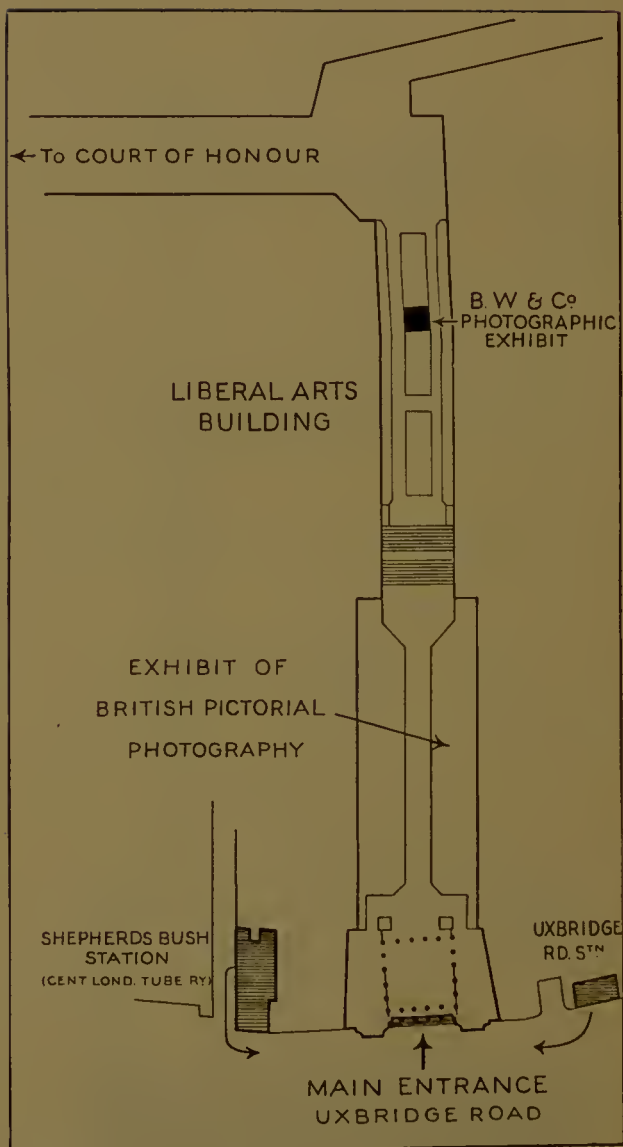
Each fluid ounce contains pure phosphorus, gr. 1 64 (0.001 gm.)

Also various other products issued under the 'Kepler' Brand

SPECIAL CAUTION. Many attempts are made to imitate 'Kepler' Malt products, and it is necessary to take precautions against substitution.



BURROUGHS WELLCOME & Co.'s
PHOTOGRAPHIC EXHIBIT
British Liberal Arts Building—Photographic Section
Exhibit No. 26A



KEY PLAN SHOWING POSITION OF
PHOTOGRAPHIC EXHIBIT
British Liberal Arts Building—Photographic Section
Exhibit No. 26A

PHOTOGRAPHIC EXHIBIT

Location—British Liberal Arts Building

Section—Photography

Exhibit No. 26A

TRADE MARK 'TABLOID' BRAND PHOTOGRAPHIC PRODUCTS

[^{EST}₁₉₃₇ R. W. & Co.]

The word 'Tabloid' is a brand which designates fine products issued by Burroughs Wellcome & Co. To ensure the supply of these pure and reliable preparations, this brand should always be specified when ordering.

In providing the purest chemicals accurately divided into definite quantities, 'Tabloid' Photographic products entirely obviate the trouble and difficulty of weighing or measuring experienced when using ordinary photographic materials.

Simplify
technique

Simply dropped into a measure-glass containing the stated quantity of water, they disintegrate under slight pressure from a stirring-rod, and dissolve with remarkable rapidity.

'Tabloid' Photographic Chemicals not only rid development, toning and other processes of all the uncertainties which accompany the use of impure chemicals and stale solutions, but they also remarkably simplify these operations, and impart to them a scientific precision which cannot otherwise be attained by the average worker.

Ensure
successful
results*(See Photographic Booklet)*



All-round
suitability

'Tabloid' 'Rytol' (*Trade Mark*) **Universal Developer** embodies the result of special research in the Laboratories of the 'Wellcome' Chemical Works, and is a new and distinctive preparation possessing a unique range of application. It is equally suitable for the development of plates, films, bromide paper, gaslight paper or lantern slides, and will give perfect results in each case. It neither irritates nor stains the skin.

OTHER 'TABLOID' BRAND DEVELOPERS

'Tabloid' Amidol ; Edinol ; Eikonogen ; Glycin ; Hydroquinone ; Metol ; Metol - Quinol ; Ortol ; Paramidophenol ; Pyro ; Pyro-Metol (*Imperial Standard Formula*) ; Pyro Soda (*Ilford Formula*) [³¹ B. W. & Co.]

'Tabloid' **Sepia Toner**, the result of original researches by BURROUGHS WELLCOME & Co., possesses advantages which characterise it as being unique amongst sepia toners. It overcomes the uncertainties hitherto inseparable from sulphide toning, and produces rich, permanent sepia tones on bromide or gaslight papers and lantern slides.

OTHER 'TABLOID' BRAND TONERS

'Tabloid' Gold Chloride ; Sodium Bicarbonate ; Sodium Phosphate ; Sodium Tungstate ; Sodium Formate Compound ; Sulphocyanide Compound or Thiosulphate Compound (Combined Bath) ; Copper Ferrocyanide Toning Compound ; Platinum Toning Compound.

'Tabloid' **Chromium Intensifier** is the result of the latest investigations on intensification, and possesses many advantages over ordinary intensifiers. In one application it gives as

great a degree of intensification as any formula containing mercury salts, and its use does not entail that risk which is associated with the highly-poisonous mercurial preparations.

OTHER 'TABLOID' BRAND INTENSIFIERS

'Tabloid' Mercuric Iodide and Sodium Sulphite;
'Tabloid' Bleaching Compound with 'Tabloid'
Sulphiding Compound.

*Also other photographic chemicals issued under
the 'Tabloid' Brand*

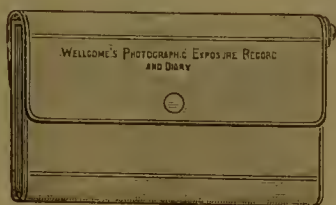
'TABLOID' BRAND PHOTOGRAPHIC OUTFIT

(See page 100)

WELLCOME'S PHOTOGRAPHIC EXPOSURE RECORD AND DIARY

This photographic pocket-book (published annually) includes a Wellcome's Exposure Calculator, which tells the correct exposure for any subject under any condition by ONE turn of ONE scale.

In addition to containing a complete diary for the year, and ruled pages for recording exposures, the book is full of valuable photographic information. Wallet and pencil are also included. There are three Editions:



Measurements, $5\frac{3}{8} \times 3\frac{1}{4}$ in.

one for the Northern Hemisphere (*all countries between the Arctic Circle and the Tropic of Cancer, about 20° N.*); one for the Southern Hemisphere and Tropics (*all countries south of the Tropic of Cancer*); and one for the United States of America.



BIRD'S-EYE VIEW OF
WELLCOME CLUB AND INSTITUTE
BUILDINGS AND GROUNDS

REFERENCES:—1 Staff Club House. 2 Library Building and Club House for Lady Employees. 3 Club House for Gentlemen Employees. 4 Gymnasium and Assembly Room. 5 Baths and Lavatories. 6 Greek Temple. 7 Dining Tent. 8 Grand Stand and Sports Field.

WELFARE WORK EXHIBIT

Location—British Liberal Arts Building

Section—Social Economy

Exhibit No. 26A



This Exhibit is in the form of a screen bearing photographs illustrating the provisions made by the firm for safeguarding the health and promoting the comfort of its employees both during and after business hours.

THE WELLCOME CLUB AND INSTITUTE

This Club and Institute, situated within easy access of the 'Wellcome' Chemical Works and Laboratories, Dartford, Kent, is part of the general scheme of welfare work, which has always been a special feature with the firm. It was founded for the benefit of Burroughs Wellcome & Co.'s employees.

For
benefit of
employees

The premises consist of the Old Manor House and its extensive grounds, together with other buildings, which provide libraries, reading rooms, assembly rooms, a gymnasium, etc.

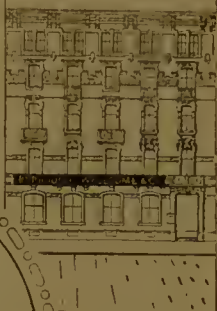
The objects of the Club are — to promote harmony and happy social intercourse amongst the employees, and to supply them with a pleasant resort outside of business hours—to encourage mental and physical recreation by means of music, literary and other entertainments, technical and other instruction classes, with lectures, and athletics, field sports and games.

Objects
of
Club

Associated with the Institute are Scientific, Photographic, Literary, Orchestral and other Societies, as well as Cricket, Tennis, Hockey, Gymnastic and other Clubs.



1



3



2



4



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6

BURROUGHS WELLCOME & CO'S OFFICES, WAREHOUSES
WORKS AND DEPOTS IN ENGLAND, AUSTRALIA
SOUTH AFRICA AND ITALY

1 Sydney N. W. 2 London E. M. H. 3 London (S. W.)
4 London (S. W.)
5 Welcome's Chemical Works near London E. M. H.
6 Australian Works Sydney

TRADE
MARK

'TABLOID' FIRST-AID

FOR

Automobilists, Aeronauts, Yachtsmen, Sportsmen, Travellers
Tourists, etc.

Compact outfits of bandages, and first-aid accessories, etc.,
suitable for patients' use when travelling.

Cases
and
contents
are of the
B. W. & Co.
sterling
quality



No. 702. 'Tabloid' First-Aid (Royal Blue)—closed
Measurements, $7 \times 5\frac{1}{4} \times 2\frac{3}{4}$ in.

NO. 702. 'TABLOID' Brand FIRST-AID (*Registered*)

Contains 'Tabloid' Bandages and Dressings, 'Borofax,' 'Hazeline' Cream, Sal Volatile, Carron Oil, tourniquet, oiled gauze, plaster, protective skin, pins, scissors, etc., and eight tubes of 'Tabloid' and 'Soloid' Brand products.



In Rex Red, Royal
Blue or Brewster
Green enamelled
leather.

No. 702. 'Tabloid' First-Aid (Brewster Green)—open

(See also page 50)

NO. 707. 'TABLOID' Brand FIRST-AID (*Registered*)

Contains 'Tabloid' Bandages and Dressings, 'Borofax,' Carron Oil, plaster, protective skin, pins, etc., and six tubes of 'Tabloid' and 'Soloid' Brand products.

In Rex Red, Royal Blue or Brewster Green enamelled metal, or in aluminised metal.



No. 707. 'Tabloid' Brand FIRST-AID (Rex Red)
Measurements $6\frac{1}{2} \times 4\frac{1}{4} \times 1\frac{1}{2}$ in

(See also page 49)

NO. 712. 'TABLOID' Brand FIRST-AID (*Registered*)

Contains 'Tabloid' Bandages and Dressings, 'Borofax,' Carron Oil, plaster, protective skin, pins, etc., and six tubes of 'Tabloid' and 'Soloid' Brand products.

In Rex Red, Royal Blue or Brewster Green enamelled metal, or in aluminised metal.

(See also
page 49)



No. 712. 'Tabloid' Brand FIRST-AID (Brewster Green)
Measurements $6\frac{1}{2} \times 4\frac{1}{4} \times 1\frac{1}{2}$ in

The medicinal contents of these cases are selected in view of emergency requirements, but, if desired, they can be fitted with 'Tabloid' and 'Soloid' Brand products selected by the physician, so that the patient may continue a prescribed course of treatment whilst travelling.

No. 715. 'TABLOID' Brand FIRST-AID (*Registered*)



No. 715. 'Tabloid' First-Aid (Black japanned metal)
Measurements, $7\frac{1}{2} \times 4\frac{1}{4} \times 2$ in.

(See also page 50)

Contains 'Tabloid' Bandages and Dressings, 'Borofax,' Sal Volatile, Carron Oil, plaster, protective skin, scissors, pins, etc., and eight tubes of 'Tabloid' and 'Soloid' Brand products.

In Rex Red, Royal Blue or Brewster Green enamelled metal, or in aluminised or black japanned metal.

No. 723. 'TABLOID' Brand FIRST-AID (*Registered*)

Contains 'Tabloid' Bandages and Dressings, 'Borofax,' 'Hazeline' Cream, Sal Volatile, Carron Oil, lancet, tourniquet, oiled gauze, plaster, protective skin, pins, scissors, etc., and nine tubes of 'Tabloid' and 'Soloid' Brand products.

In Rex Red, Royal Blue or Brewster Green enamelled metal, or in aluminised metal. (See also page 50)



*For full details
see page 50*

No. 72. 'TABLOID' First-Aid (1st Aid Kit)
Measurements, $8 \times 7\frac{1}{2} \times 4\frac{1}{2}$.

NO. 905. 'TABLOID' Brand PHOTOGRAPHIC OUTFIT
(Registered)



A complete compact chemical outfit for developing and fixing plates, films, bromide or gaslight papers, and for toning and fixing P.O.P.

Contents make over one-and-a-half gallons of solution.

In Rex Red, Royal Blue or Bright Scarlet enamelled metal, or in black japanned metal.

*For Photographic Exhibit
see pages 91-93*

No. 905. 'TABLOID' Brand Photographic Outfit
(Registered)
Measurements, $10 \times 4 \times 4\frac{1}{2}$ in.

BURROUGHS WELLCOME & CO., LONDON (ENG.)

Branches: NEW YORK MONTREAL SYDNEY CAPE TOWN

BURROUGHS WELLCOME & CO

WERE AWARDED

THREE GRAND PRIZES

AND

THREE GOLD MEDALS

AT THE

INTERNATIONAL EXPOSITION AT ST. LOUIS, 1904

SIX GRAND PRIZES

THREE DIPLOMAS OF HONOUR

AND

THREE GOLD MEDALS

AT THE

INTERNATIONAL EXHIBITION AT LIÉGE, 1905

THREE GRAND PRIZES

THREE DIPLOMAS OF HONOUR

AND

ONE GOLD MEDAL

AT THE

INTERNATIONAL EXHIBITION AT MILAN, 1906

Making in all more than 200 Highest Awards

conferred upon the
firm for the scientific
excellence of their
products at the great
Exhibitions of the
World



THREE GRAND PRIZES
ST. LOUIS



SIX GRAND PRIZES
LIÉGE



THREE GRAND PRIZES MILAN

THE



'Tabloid'

AND

'Soloid'



Invented

By

B. W. & Co.

Are

B. W. & Co.



They *mark* the work of

Burroughs Wellcome & Co.

They *mean* "Issued by

Burroughs Wellcome & Co."

They *stand* for



products

THE ALLIANCE OF PURE SCIENCE AND INDUSTRY

Extract from speech delivered at Newnham College, Cambridge, January 25th, 1908, by the Right Hon. Arthur J. Balfour, M.P.

“A new social force has come into being;
“new in magnitude, if not in kind. This
“force is the modern alliance between pure
“science and industry, and on that we must
“mainly rely for the improvement of the
“material conditions under which societies live.
“If, in the last 100 years, the whole material
“setting of civilised life had altered, we owed
“it neither to politicians nor to political
“institutions, but to the combined efforts of
“those who had advanced science and those
“who had applied it. If our outlook upon
“the universe had suffered modifications
“in detail, so great and so numerous that
“they amounted to a revolution, it was to
“men of science we owed it—not to theologians
“and philosophers. Science was the great
“instrument of social change, all the greater
“because its object was not change, but know-
“ledge. Its silent appropriation of this dominant
“function amid the din of political and religious
“strife was the most vital of all the revolutions
“which had marked the development of
“modern civilisation.”







